The business magazine of the farm & industrial equipment industry

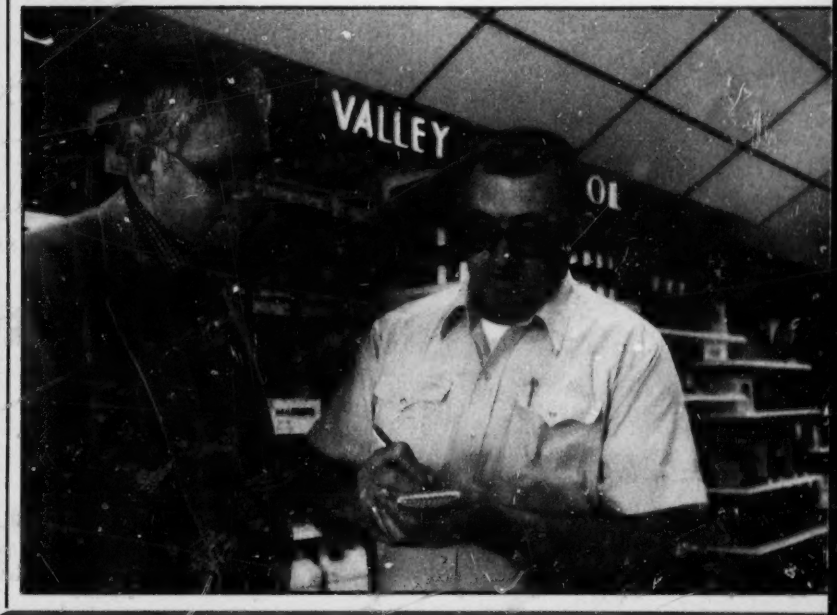
June 1983

TWO DOLLARS

Implement & Tractor

C4725-1 6/23/83

How Salesmen Are Paid At Vavrina's



Sales Forecast Update

IMPLEMENT & TRACTOR
Editorial, advertising
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should be addressed to:
9221 Quivira Rd.
P.O. Box 12901
Overland Park, Kan. 66212
(a suburb of Kansas City, Mo.)
Telephone (913) 888-4664
Telex: 42-4156; Answerback
Intertec OLPK

EDITORIAL
Bill Fogarty, Editor
Irma Allread, Associate Editor
Scott R. Nesbitt, Associate Editor
Kevin Callahan, Art Director
Anita Blattner, Graphic Designer
Pat Blanton, Editor, Product File
Ken Long, Editor, Red Book

Contributing Editors:
Richard Lee, Britain and Europe
Frank Buckingham, Agricultural Engineering
Glenn S. Hensley, Dealer Topics

CIRCULATION
John Arnst, Director
Evelyn Rogers, Manager
Dee Manies, Reader Correspondent

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ADVERTISING
Susan Birnbaum, Marketing Coordinator
Nancy Hupp, Production
(Regional advertising sales offices
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ADMINISTRATION
R. J. Hancock, President
Edward F. Mickelis, Publisher

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INTERTEC PUBLISHING CORP.

Implement & Tractor

The business magazine of the farm & industrial equipment industry

June 1983 • Vol. 98 • No. 8

page 12

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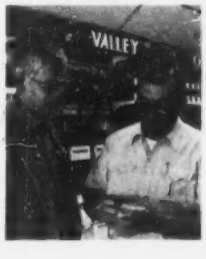
8: **Paying the Salesmen.** At Vavrina's, the salesmen are paid a percentage of profit on new units, and get motivated to clear used goods off the lot.

12: **FEMA Spring Session:** The shortliners feel positive about PIK; speakers uncover tips for growth in mature markets, understanding employees better, and winning the game called negotiation.

16: **Even With Computers, It's Still a People Business.** Dealers who use electronic management find they can't ignore the people who must run the computers.

20: **Post-PIK Predictions:** FIEI forecasters see most items down in '83, though actual retail sales on some products are up.



On the cover – Dealer Ron Vavrina and Curtis Koehn, salesman, discuss a deal. Commission is keyed to profit.

DEPARTMENTS

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I&T Update

Mixed Signals Through a Wet Spring

Is farm equipment beginning its 1983 renaissance? It depends on the product in question, with whom you've been talking and what you've seen lately. The April flash report of the Farm & Industrial Equipment Institute shows combine sales down after four straight months of sales improvement. Small tractors, mostly Japanese, showed their first weakness of 1983 and over-140-hp units showed their first strength. Meanwhile, hay tools continued their upward movement. Auctions visited by I&T in late April and May showed mixed trends. But some dealers were reporting a re-awakening of farmer interest in big equipment. And wet weather delayed field work in many areas. The FIEI flash report:

Unit Retail Sales

	April			January-April		
	1983	1982	Pct. Change	1983	1982	Pct. Change
Farm Wheel Tractors:						
2-wheel drive						
Under 40 hp	4,918	5,706	(13.8)	14,004	14,415	(2.9)
40-100 hp	3,608	4,212	(14.3)	11,866	14,107	(15.9)
100-140 hp	1,659	1,992	(16.7)	5,257	7,846	(33.0)
Over 140 hp	1,375	1,158	+18.7	3,688	4,257	(13.4)
Total 2-wheel drive	**11,560**	**13,068**	**(11.5)**	**34,815**	**40,625**	**(14.3)**
4-wheel drive						
Under 200 HP	202	373	(45.8)	608	1,383	(56.0)
Over 200 HP	188	405	(53.6)	755	1,322	(42.9)
Total 4-wheel drive	**390**	**778**	**(49.9)**	**1,363**	**2,705**	**(49.6)**
Total All Tractors	**11,950**	**13,846**	**(13.7)**	**36,178**	**43,330**	**(16.5)**
S-P Combines	538	590	(8.8)	3,644	2,960	+23.1
Balers (200-lb. bales)	492	376	+30.9	1,723	1,292	+33.4
Forage Harvesters (Shear-bar type)	149	182	(18.1)	624	797	(21.7)
Mower-Conditioners	821	624	+31.6	2,600	2,187	+18.9

Briefly....

Automatic Data Processing, Inc. has said it will provide services to International Harvester dealers, starting in 18 to 24 months. Each IH dealer, according to ADP, will decide whether to sign for the service under three- to seven-year agreements.

Kelley Mfg. Co., Tifton, Ga., intends to market personal computers and software primarily for on-farm applications. The package: Docutel/Olivetti M20, a 160K unit with dual floppy disk storage, printer and other accessories. Software comes from a specialist in farm programming.

Hesston Corp. had a first period loss of $4.87 million on sales of $37.6 million. Year earlier figures: A loss of $3.3 million on sales of $59 million. Hesston sold its European subsidiary late in 1982. Otherwise, first-quarter, 1983, sales would have been $48 million, with a loss of $2.68 million....James D. Gaeddert has moved to the position of vice-president of sales.

International Harvester's second quarter produced an operating loss of $84 million, compared with a $172 million loss a year earlier. Sales for the period were $996 million, down from $1.26 billion in 1982's second period. Six-month sales were $1.72 billion, down from $2.16 billion in 1982.

The Forging Industry Assn., Cleveland, one of 27 trade associations participating in the Metalworking Fair Trade Assn., is claiming that the Italian government is subsidizing the sale of crawler track rollers in the U.S. at less than fair market value. The association quotes a distributor price of $67 on roller units compared with an American-made unit's price of $127.

Kubota: Final Assembly Begun at Compton, Norcross

Kubota Tractor Corp. has begun final assembly operations at its Compton, Calif., and Norcross, Ga., branches on its M series tractors, which run from 47 to 76 pto horsepower. Kubota gets the basic tractor from Japan, adds wheels, tires, cabs, rollbars, and certain hydraulic and other options, such as wide axles. Tires are generally sourced in the U.S., as are the rollbars. Cabs come from Japan. Hydraulics are Japanese.

In the M4950 driver's seat: Richard Fadness, Melroe Equip. Co., Gardena, Calif., with the first unit out of the Compton facility, bound for an orchard application. Left: Kevin Norioka, Kubota executive vice-president; right: Gene Souza, Kubota sales rep.

Deere Will Appeal Decision on Its Max-Emerge Patents

Deere & Co. plans to appeal the outcome of a jury trial that resulted in the invalidating of four of five Deere patents on its Max-Emerge planter. The decision arose in the first segment of a two-part trial in federal district court at Cedar Rapids, Iowa, between Deere and Kinze Mfg. Co., Williamsburg, Iowa.

Deere was plaintiff in the first part of the trial and defendant in the second. According to a Deere spokesman, the second part was settled out of court.

Patents declared invalid were:

1. The Keeton (expiring in 1984), covering the mechanical finger-type mechanism.
2. The Hansen (expiring in 1988), covering improvements in finger mechanism shape.
3. The Brass-Hansen (expiring in 1994), which improves the seed furrow opening device.
4. The Brass patent (expiring 1993), which relates to a pull lever for manually engaging the drive unit to individual planter units.

A fifth patent, the Pust, which covers a seed furrow opening device, was held by the jury to be valid but unenforceable because it was obtained through "inequitable conduct," in that existing prior art was not called to the patent examiner's attention.

Editor's Notebook

(continued)

basic ingredients are present in both situations. And dealers ought to be able to play important roles in both. They know their customers and how they farm. They can learn about the systems and how they apply. And they understand what a basic commitment to service means.

It could be, of course, that computer technology will become so refined that everything will be sold on a throwaway basis. It would be cheaper to toss out your malfunctioning system and get a new one, just like your TV set. Or the small computer industry could reform itself and those outlets become highly service oriented. (I'd bet on the first situation happening before I'd bet on the second.) Maybe dealers wouldn't fit in such a world.

And now that I've said all that, I'll say something else: Those market researchers at Frost & Sullivan may be undershooting the mark when they set it at $428 million in five-year farmer outlays for hardware and software. If the top 240,000 farmers average $4,000 in purchases over the next five years, that's $960 million. Add just five per cent for service and it's over a billion dollars.

Biggest Tractor Deal Of the Past 12 Months?

Frankly, I don't know. So I'll tell you about this one and call it the biggest. If I'm wrong, you can shoot me down and tell me about one that's bigger.

Ever hear of Blaine Kern Artists Inc.? Based in New Orleans, it's said to be the world's biggest designer and builder of parade floats. And Blaine Kern also conducts the parades that go on in New Orleans at Mardi Gras time—something like 38. On some of those days, the Kern group is running three or four parades involving 90 to 104 floats.

Kern had a fleet of aging tractors to pull these floats, but he was having parts and service problems, he said, so he made a deal with Pete Zimbelman and Jim Tabor of Diesel Tractor & Equipment, Inc., in New Orleans to buy 100 new 70-hp Belarus Model 500 tractors.

To get the deal, Zimbelman had to contract to be parade fleet manager for the 12 days of Mardi Gras, responsible for the tractors themselves and for hiring, training and managing 100 drivers. According to a Belarus spokesman, the dealership is the biggest retailer in the U.S. for the Soviet-made tractors, averaging 40 sales a year.

According to data from the U.S. Dept. of Commerce, there were 371 tractors imported by the U.S. from the U.S.S.R. in 1979, 485 in 1980, 332 in 1981 and 4 in 1982.)

I&T SINCE 1886

AUCTION PRICES OF USED EQUIPMENT

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.

JONES FARM EQUIPMENT CO. Dothan, Alabama April 12, 1983

ALLIS-CHALMERS TRACTORS

5030 diesel, 1978 (Good)	4200
5030 diesel, 1978 (Good)	4000
220 diesel, cab, duals, 1971 (Rough)	2950*
D14, ldr., 1959 (Excellent)	2000
D14, ldr., 1957 (Good)	1300*

DAVID BROWN TRACTORS

990 diesel, 1967 (Good)	1200*
990 diesel, 1966 (Rough)	625

MASSEY-FERGUSON TRACTORS

1135 diesel, 1973 (Excellent)	6900
1085 diesel, 1977 (Good)	5100
1085, 1973 (Fair)	3900*
1080 diesel, 1969 (Good)	4250
285 diesel, 1979 (Excellent)	8900*
265 diesel, 1977 (Excellent)	7500
265 diesel, 1975 (Good)	5400*
180 diesel, 1968 (Fair)	2800*
175 diesel, 1972 (Good)	3600*
175 diesel, 1966 (Good)	3400*
165 diesel, 1972 (Good)	4100*
165 diesel, 1970 (Fair)	2800*
165 diesel, 1969 (Rough)	2050
165 diesel, 1968 (Good)	3100
165 diesel, 1968 (Good)	3225
165 diesel, 1968 (Good)	3350*
165 diesel, 1968 (Good)	3250*
165 diesel, 1968 (Good)	2900
165 diesel, 1968 (Good)	3400*
165 diesel, 1968 (Good)	2850
165 diesel, 1966 (Good)	2950*
165 diesel, 1966 (Fair)	2600
150 diesel, 1973 (Fair)	2400*
150 diesel, 1965 (Good)	3200*
135 diesel, 1971 (Excellent)	4200
135 diesel, 1970 (Excellent)	3600
135 diesel, 1970 (Excellent)	3550
135 diesel, 1968 (Good)	2975*
135 diesel, 1966 (Excellent)	3400
65 diesel, 1961 (Rough)	1175
50 diesel, 1960 (Rough)	1200
40, 1957 (Fair)	1175
35 diesel, 1963 (Good)	2100
35 diesel, 1963 (Excellent)	2600*
35 diesel, 1963 (Good)	2300
TO30, 1953 (Good)	1350
TO30, 1953 (Fair)	900
TO30, 1953 (Fair)	1050*
TO30, 1952 (Fair)	900
TO30, 1952 (Fair)	900
TO20, 1950 (Good)	1200

FORD-FERGUSON TRACTORS

9N, 1946 (Good)	800
9N, 1944 (Rough)	550*

FORD TRACTORS

9600 diesel, duals, 1975 (Fair)	4500*
9600 diesel, 1974 (Fair)	4000
9600 diesel, 1974 (Rough)	3600
9000 diesel, 1972 (Fair)	3100
8000 diesel, 1969 (Fair)	3250*
7700 diesel, 1977 (Good)	5750
5000 diesel, 1972 (Good)	5150
5000 diesel, 1968 (Good)	4000
5000 diesel, 1968 (Good)	4150
5000 diesel, 1968 (Good)	4000*
5000 diesel, 1968 (Rough)	2800*
5000 diesel, 1967 (Fair)	3100
5000 diesel, 1966 (Good)	4200
4000 diesel, 1975 (Excellent)	4900
4000 diesel, 1972 (Excellent)	4800
4000 diesel, 1970 (Good)	3950*
4000 diesel, 1966 (Fair)	3000*
3600 diesel, 1978 (Excellent)	6100
3400 diesel, 1968 (Rough)	725
3000 diesel, 1978 (Good)	3950*
3000 diesel, 1978 (Excellent)	5500
3000 diesel, 1971 (Rough)	2250
3000 diesel, 1968 (Fair)	2700
3000 diesel, 1968 (Fair)	2600
3000 diesel, 1966 (Fair)	2750*
2000 diesel, 1967 (Good)	2500*
861, 1958 (Excellent)	2300*
860, 1956 (Excellent)	2400
841 diesel, 1958 (Good)	2000*
841, 1958 (Fair)	1650*
841, 1958 (Good)	2000
841, 1958 (Rough)	1150
640, 1957 (Fair)	1350*
650, 1957 (Excellent)	2550
640, 1955 (Fair)	1350*
Dexta, 1959 (Good)	1800
Dexta, 1958 (Rough)	725*
Dexta, 1958 (Fair)	1225
Jub., 1953 (Good)	1800
Jub., 1953 (Good)	1700
Jub., 1953 (Good)	2000
8N, 1952 (Good)	1600
8N, 1952 (Good)	1750*
8N, 1952 (Good)	1750
8N, 1951 (Good)	1725*
8N, 1951 (Good)	1450*
8N, 1950 (Fair)	1225
8N, 1950 (Fair)	1350
8N, 1949 (Good)	1700
8N, 1948 (Fair)	1350*
8N, 1948 (Fair)	1300*
8N, 1948 (Rough)	875*
8N, 1948 (Rough)	725
8N, 1948 (Fair)	1350

INTERNATIONAL HARVESTER TRACTORS

1466 diesel, 1972 (Fair)	4200*
784 diesel, cab, 1978 (Good)	3500
674 diesel, 1976 (Excellent)	5000
674 diesel, 1975 (Fair)	3500
574 diesel, 1973 (Fair)	3500
574 diesel, 1973 (Fair)	3700
504 diesel, 1964 (Good)	1700*
504 diesel, cult., 1964 (Good)	2000
424 diesel, 1964 (Fair)	1100
414 diesel, 1963 (Good)	1450*
300, 1955 (Fair)	500
B275 diesel, 1958 (Good)	1175
230, 1956 (Fair)	700
C, 1948 (Good)	475
Cub Loboy, mo., 1964 (Fair)	725
Cub, mo., 1948 (Fair)	850

JOHN DEERE TRACTORS

5020 diesel, 1968 (Fair)	4400*
4840 diesel, cab, duals, 1979 (Excellent)	24,500*
4630 diesel, 1976 (Excellent)	11,400
4230 diesel, 1975 (Good)	9250

(Continued on page 23)

U.S. SALES FORECAST UPDATE, 1983, 1984
(Unit Retail Sales)

Product	Actual Sales 1982	Sales in 1983 as seen in.... Jan. 1983	Sales in 1983 as seen in.... May 1983	Sales in 1984 as seen in.... Jan. 1983	Sales in 1984 as seen in.... May 1983
Farm Tractors					
Under 40 HP	42,000E	43,260	43,500	45,400	45,800
40-99 HP	41,134	42,517	40,130	45,000	43,630
100 HP and over	29,247	31,000	28,000	34,000	34,000
Four-wheel drive	6,763	7,150	5,975	7,850	7,100
Total (40 HP and over)	**77,144**	**80,667**	**74,105**	**86,850**	**84,730**
S-P Combines	16,205	18,330	15,800	20,000	18,000
Corn Heads	9,294	10,500	8,500	12,400	10,200
Forage Harvesters (1)	5,145	5,550	5,000	6,150	5,600
Balers, Square (2)	8,905	8,900	9,025	9,900	9,550
Balers, Round (3)	10,900E	11,600	11,510	12,760	12,660
Windrowers	3,474	4,300	3,975	4,850	4,325
Mower-Conditioners	13,950	14,250	14,250	15,818	15,818
Moldboard Plows	12,025E	12,025	10,220	12,325	10,525
Disk Harrows	29,300E	30,765	27,835	33,850	30,620
Field Cultivators	9,675E	10,160	9,675	11,175	10,640
Chisel Plows	8,700E	9,135	8,350	10,050	9,200
Grinder-Mixers	5,167	5,400	5,125	5,825	5,525
Manure Spreaders (4)	11,201	11,680	11,370	12,800	12,280

E—I&T estimates. (1) Shear-bar type. (2) Bales under 200 lbs. (3) Bales over 200 lbs. (4) Conveyor type.
Source: Farm & Industrial Equipment Institute, Farm Equipment Div.

Post-PIK Predictions

Industry marketers see most items down in '83 (though actual retail sales on some products are up).

By Bill Fogarty

■IT'S TIME to update the forecasts. How do you feel about a 2 per cent decline in dollar volume of field equipment for 1983? And a 4.1 per cent decline in farmstead and livestock equipment?

These are the consensus predictions of the Farm & Industrial Equipment Institute's Farm Equipment (field) and Agri-Equipment (farmstead) divisions, delivered May 19 at Moline, Ill., as part of the Marketing & Management Conference.

Back in January, the FED respondents, dealing with the same survey, expected volume would be unchanged from 1982. The range of their estimates then was from an improvement of 15 per cent to a decline of 18 per cent. The AED estimates were for a 5 per cent improvement; the range was from a 30 per cent rise to a 10 per cent drop.

The range of the May FED forecast was from plus-12 to minus-35 per cent; for AED, it was from plus-10 to minus-40 per cent.

Picks a la PIK

Information for the January outlook report was gathered late in 1982, when the government's Payment-in-Kind program was in the talk stage. Most product categories were expected to improve. (See I&T, February, and the table with this article.) But in January, when PIK became of-

(More...)

Sales Forecast
(continued)

Agri-Equipment Forecasts, 1983, 1984
(Per cent change, retail dollar volume)

Product Group	Pct. Change from Previous Year 1983	1984
Chemical Application Equipment	+ 6.5	+5.0
Portable Augers, Elevators	– 5.0	0.0
Bin-Type Crop Dryers	– 8.0	0.0
Batch, Continuous-Flow Dryers	– 5.0	+2.0
Dairy and Beef Equipment	0.0	0.0
Hog Equipment	+10.0	+6.0
Grain Bins	–25.0	–5.0
Milking Machines	0.0	+5.0

Source: Farm & Industrial Equipment Institute.

ficial – before the actual sign-up – a mini-survey was taken. There were important shifts.

The outlook for tractors (over 40 horsepower) slipped from 80,650 to 75,850 units to be sold at retail. Combines slipped even more steeply from 18,330 to 14,800 units. By May, the tractor outlook appeared worse – 74,100 units – but combine marketers were breathing a little easier: 15,800 units.

By way of actual performance in the first quarter, according to FIEI's retail sales flash reports, some products were lagging last year's performance and even reduced expectations for 1983 (tractors over 40 horsepower), while others were substantially stronger combines, mower-conditioners, balers).

PIK impact on manufacturers

Here's what several survey participants said about trends affecting manufacturers in the wake of the 1983 PIK program:

- **"I see a reduction** in sales of large tractors and combines in 1983 and 1984. More majors will drop manufacturing some of their less profitable items; smaller manufacturers will thus have a better chance of survival as they pick up some of the slack."
- **"...Smaller unit markets** for farm machinery will result in manufacturers rationalizing product lines and outsourcing more of the products offered. Number of independent franchises will decline. Price increases of the '70s will not be possible in this climate. Cost reductions, plant efficiencies will determine who survives."
- **"Continued move** to minimum tillage, no-till planting will reduce horsepower consumed per acre, reducing long-term large tractor sales...."
- **"Farmers more cautious** about expanding operations; more leasing and rental of equipment; ...smaller inventories carried by manufacturers."

(Continued on page 33)

Automatic
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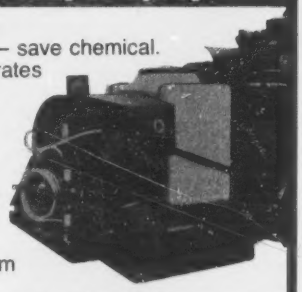
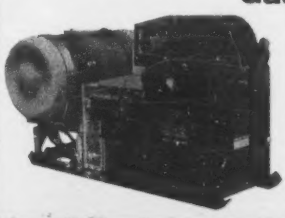


Gas-Engine Powered SKID UNIT



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Circle (13) on Reply Card

Auctions

(Continued from page 6)

4020 diesel, 1968 (Good) 5000*
4020 diesel, 1965 (Rough) 2000
4010 diesel, 1963 (Fair) 2600
3020 diesel, 1968 (Excellent) 4750
3020 diesel, 1968 (Excellent) 4500*
3020 diesel, 1965 (Good) 4100
3010 diesel, 1963 (Good) 3350*
3010 diesel, 1963 (Fair) 2800*
3010 diesel, 1962 (Rough) 1550
2640 diesel, 1978 (Excellent) 7100
2630 diesel, 1975 (Excellent) 5100
2440 diesel, 1977 (Excellent) 5900*
2040 diesel, 1977 (Good) 4300
2030 diesel, 1974 (Good) 4100*
2020 diesel, 1968 (Excellent) 4000
2020 diesel, 1966 (Good) 3550
2020 diesel, 1966 (Good) 3450*
2010 diesel, 1964 (Good) 1550
2010 diesel, 1963 (Good) 1700*
1530 diesel, 1974 (Excellent) 4600*
1530 diesel, 1974 (Excellent) 4500*
1120 diesel, (Good) 3200
1020 diesel, 1968 (Good) 3400*
1020 diesel, 1966 (Good) 3400
830 diesel, 1975 (Excellent) 4500*
420, 1956 (Fair) 800
B, 1947 (Fair) 375
MT, cult., 1952 (Good) 500
MT, cult., 1950 (Excellent) 750

LONG TRACTOR

560 diesel, (Excellent) 3500

LEYLAND TRACTORS

384 diesel, (Rough) 1350*
270 diesel, (Good) 2000

YODER & FREY, INC.
Archbold, Ohio
April 11 & 12, 1983

INTERNATIONAL HARVESTER TRACTORS

Sup. C, 1951 (Fair) 700
Sup. C, 1952 (Fair) 1100*
A, cult., 1945 (Rough) 725
A, 1952 (Rough) 1275
A, 1948 (Fair) 550
A, 1948 (Fair) 900
A, ...875
Cub, 1952 (Fair) 1300
Cub, 1951 (Fair) 1325
Cub, 1949 (Fair) 1400*
Cub Lo-Boy, (Fair) 1900
Cub Lo-Boy, ...2600
154 Lo-Boy, (Good) 2050*
H, 1951 (Good) 750
H, ldr., 1950 (Fair) 785
H, ...675
H, 1946 (Rough) 580
H, 1946 (Fair) 600
SH, 1950 (Fair) 770
M, 1949 (Good) 750
M, 1950 (Fair) 850*
M, 1948 (Fair) 735
M, 1950 (Fair) 800
Sup. M, 1947 (Fair) 600*
Sup. M, ...550
Sup. M, 1952 (Fair) 850
Sup. M, 1952 (Fair) 900*
140, cult., 1962 (Fair) 2600*
300, 1957 (Fair) 1125*
300, 1955 (Rough) 925
340, 1962 (Rough) 1175*
350, 1965 (Good) 820
350, 1958 (Good) 1400
350, 1957 (Fair) 1150
Sup. A, 1953 (Rough) 1250*
400, 1957 (Fair) 700
400 LP, ...550
400, ...1350
400, (Good) 1050
400, 1957 (Fair) 925*
450, 1959 (Fair) 1025
454, (Rough) 3400
460, 1961 (Good) 1325
460, 1961 (Fair) 1775
504, ...835
560, 1956 (Fair) 1550
560, 1956 (Good) 1800*
560, ...2425
560, 1961 (Rough) 550
544, 1968 (Good) 2800
544, 1970 (Fair) 3700
656, 1972 (Good) 4350
656, 1967 (Good) 4000
674, 1978 (Good) 5750*
674, 1978 (Good) 7850*
706, 1960 (Fair) 1900*
706, ...3975
706 diesel, 1964 (Rough) 2725
706 diesel, 1965 (Fair) 3900
706 diesel, 1965 (Fair) 3250
706 diesel, 1965 (Rough) 3250
756, 1967 (Fair) 3850
766, 1975 (Fair) 4000
766, 1975 (Fair) 5300*
785 diesel, ...8900
806 diesel, 1965 (Fair) 2500*
806, 1964 (Fair) 2800
806 diesel, 1967 (Good) 5500
806, 1964 (Fair) 2350
806 diesel, ...4350
806, ...2850
856 diesel, 1968 (Good) 8400
856 diesel, 1968 (Good) 7600
856, 1969 (Fair) 4600*
856, 1970 (Good) 6000*
966 diesel, 1974 (Fair) 8800*
966 diesel, 1976 (Fair) 7000*
966, 1972 (Rough) 7600*
986, 1979 (Excellent) 13,400*
1026, 1970 (Fair) 6800*
1066 diesel, 1975 (Good) 6000
1066 diesel, 1977 (Good) 8500
1066 diesel, 1974 (Good) 8400
1066 diesel, 1975 (Fair) 6900*
1066 diesel, 1973 (Good) 7200*
1066, ...6600
1086 diesel, 1979 (Excellent) 14,200
1086, ...13,700
1206, 1968 (Good) 5150
1206 diesel, 1965 (Fair) 5200*
1206 diesel, 1963 (Rough) 4475
1256 diesel, 1968 (Rough) 3000
1456, 1967 (Good) 7000*
1456, 1969 (Rough) 6400
1466, 1976 (Good) 9400*
1466, 1975 (Good) 7450
1466, 1974 (Rough) 5800*
1486 diesel, 1979 (Good) 15,000*
1486, 1978 (Good) 13,800*
1486, 1980 (Good) 12,500*
1566, 1976 (Fair) 9000*
1568, 1973 (Good) 8750*
1586, 1980 (Excellent) 14,000*
1586, 1979 (Good) 12,000*
4186, 1974 (Good) 8200*
4568, 1976 (Fair) 12,500
4386, 1976 (Good) 12,500
Sup. MTA, 1952 (Fair) 1275

MASSEY-HARRIS TRACTORS

22, 1947 (Fair) 350*
33, ...650
444, 1955 (Fair) 350
Pacer, 1950 (Fair) 650

MINNEAPOLIS-MOLINE TRACTORS

M-602, 1965 (Fair) 1500
M-670 diesel, (Fair) 1700*
G-900, 1967 (Fair) 3250*
G-1000, 1967 (Rough) 2000

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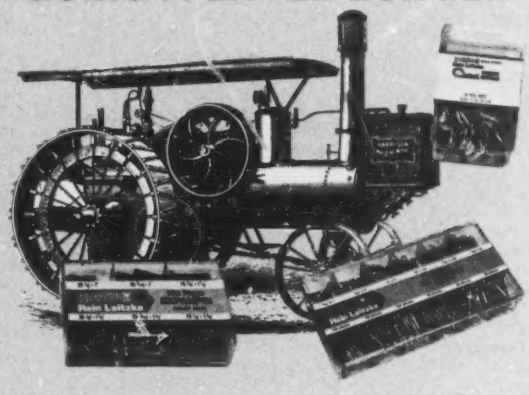

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Auctions
(continued)

UB diesel, 1950 (Fair) 850*
U, 1950 (Fair) 440*

DAVID BROWN TRACTORS
990, 1970 (Fair) 1425
1200, (Rough) 3800
1210, 1975 (Fair) 2150

WHITE TRACTORS
2-150 diesel, (Good) 8500*
2-150 diesel, (Good) 6800*
2-150 diesel, (Good) 9400

OLIVER TRACTORS
77, 1954 (Rough) 575
88, 1951 (Fair) 625*
Sup. 66, 1951 (Fair) 400
550, (Fair) 1810
1250, (Fair) 2300
1465 diesel, 1975 (Good) 4800
1550, 1965 (Rough) 2750
1600 diesel, 1967 (Fair) 2600
1600, 1966 (Rough) 1050
1650 diesel, 1965 (Rough) 2900*
1650 diesel, 1966 (Good) 4150
1750 diesel, 1967 (Rough) 2400*
1800, 1962 (Fair) 2500*
1850, 1966 (Fair) 3300
1850, 1966 (Fair) 2900
1950, Turbo, 1967 (Rough) 4200
1955 diesel, 1972 (Fair) 4300*
2255 diesel, cab, (Fair) 7250*

CASE TRACTORS
400, 1956 (Fair) 750*
4208, ... 1700
430, 1966 (Good) 2000
530, Idr., ... 975
800 diesel, 1964 (Rough) 1200*
730, 1965 (Good) 2250
830 diesel, 1965 (Fair) 1875
830 diesel, 1965 (Fair) 2500
930, 1965 (Fair) 2500*
930 diesel, 1964 (Fair) 1300*
930 diesel, 1965 (Rough) 1450
1030 diesel, 1967 (Good) 4050*
1030 diesel, 1967 (Rough) 3350
1070 diesel, 1972 (Fair) 4975
1070 diesel, cab, (Good) 5500
1070 diesel, cab, (Good) 6100
1070 diesel, cab, (Good) 8800
1170 diesel, cab, (Good) 4800*
1270 diesel, cab, (Rough) 4200
1370 diesel, cab, (Fair) 8750
1370 diesel, cab, (Rough) 8250
1470 TK diesel, 1970 (Fair) 5750*
2090 diesel, 1979 (Good) 16,500
2670 diesel, 1975 (Good) 15,200*

STEIGER TRACTOR
Bearcat, 1975 (Good) 7000*

FORD TRACTORS
8N, 1951 (Fair) 1150
8N, Idr., 1951 (Fair) 1300
8N, 1952 (Fair) 1150
8N, 1950 (Fair) 975
8N, 1952 (Good) 1320
8N, 1951 (Fair) 1370
600, 1951 (Fair) 1450*
600, 1955 (Rough) 1385
2000 diesel, (Fair) 1950
4000, 1975 (Good) 4200
4000, 1973 (Fair) 1875
4000, 1970 (Rough) 2900
4000, 1971 (Rough) 2050
5000, ... 4000
5000, 1974 (Good) 2925*
6000, 1963 (Rough) 1050
TW-30 diesel, 1961 ..... 9400*
960, 1956 (Good) 1525
Maj. diesel, 1948 (Fair) 1500*
Jub., 1953 (Fair) 1875*
Jub., 1953 (Rough) 1500
861 diesel, 1956 (Fair) 2175

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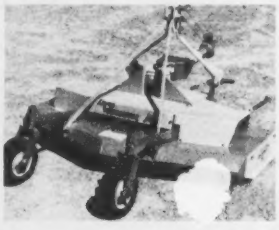

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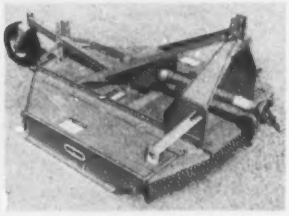

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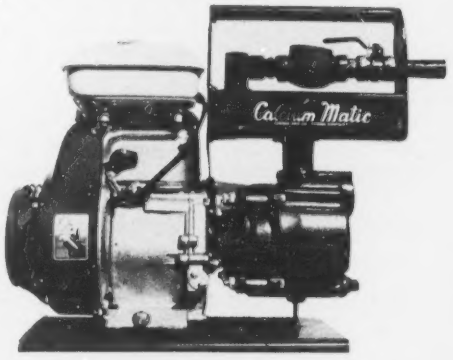

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COCKSHUTT TRACTOR
540, 1956 (Fair) 750*

JOHN DEERE TRACTORS
A, Idr., ... 325
A, 1949 (Rough) 475
B, 1945 (Fair) 750
MT, Idr., ... 825
50, 1953 (Good) 1300
40, 1948 (Fair) 800*
60, 1955 (Good) 1100
60, 1955 (Rough) 820*
70, 1958 (Fair) 775
70, ... 550
70 diesel, 1956 (Fair) 1025*
70, 1954 (Fair) 1100*
420, 1958 (Rough) 1175*
420, 1959 (Fair) 1150
620, 1954 (Fair) 1950*
310 hoe/ldr., ... 11,900
720 diesel, 1959 (Fair) 1800
720 diesel, 1957 (Rough) 1300
720, 1958 (Rough) 1200*
730 diesel, 1960 (Fair) 1475
730 diesel, (Fair) 2650*
820 diesel, 1957 (Fair) 2200*
1010, cult., (Fair) 2525
2010, 1962 (Fair) 2000
2010, 1963 (Good) 2800
2020, 1972 (Fair) 3400*
2020, Idr., ... 2900
2510, 1971 (Fair) 3700
2510, 1967 (Good) 3500
2840, ... 6950
3010, 1963 (Fair) 2800
3010 diesel, 1969 (Fair) 5100
3020 diesel, 1969 (Fair) 3550
3020 diesel, 1966 (Good) 5400*
3020 diesel, ... 3700
3020, 1966 (Good) 3550
4000, 1970 (Good) 6200
4010 diesel, ... 4200
4010, 1962 (Fair) 2900*
4010, 1964 (Rough) 2850
4010 diesel, ... 4950
4010, 1964 (Fair) 3600*
4020 diesel, 1968 (Good) 7000
4020 diesel, 1966 (Fair) 5675
4020 diesel, 1968 (Good) 6250*
4020, 1969 (Good) 5200*
4020 diesel, 1967 (Rough) 3050
4020 diesel, ... 6800
4020 diesel, ... 5850
4230 diesel, 1974 (Good) 12,000*
4230, ... 11,000
4320 diesel, 1971 (Good) 8400
4320 diesel, 1972 (Excellent) 9300
4430 diesel, 1973 (Good) 10,200
4430, cab, (Good) 13,000
4430 diesel, 1974 (Good) 8400
4430 diesel, 1975 (Good) 11,800*
4430, 1976 (Excellent) 14,900*
4440, 1982 (Good) 27,000*
4520 diesel, 1970 (Fair) 4900*
4620 diesel, 1970 (Fair) 6000*
4620 diesel, ... 8000
4620 diesel, 1971 (Good) 8250*
4620 diesel, 1972 (Fair) 6200*
5020, cab, 1968 (Rough) 4800*
5020 diesel, 1967 (Fair) 4400*
5020 diesel, ... 5450
6030, 1976 (Fair) 12,300*
8430, 1977 (Good) 22,000
Jub., ... 1500
2130 diesel, 1974 (Fair) 4500*

FERGUSON & MASSEY-FERGUSON TRACTORS
TO-20, 1953 (Fair) 925
TO-20, 1951 (Rough) 1125*
TO-30, 1951 (Rough) 1175*
40, ... 3175
35 diesel, 1959 (Rough) 1250*
50, 1960 (Fair) 1900
50, Idr., (Fair) 2050
65, Idr., (Fair) 2325
65, cult., (Fair) 1600*
65, 1962 (Fair) 1700
90, 1964 (Fair) 2000*
165, 1948 (Fair) 3100*
180, 1969 (Fair) 3250
235 diesel, 1979 (Good) 4500
245 orchard, (Good) 5000
275 diesel, 1979 (Good) 6750*
1080 diesel, 1968 (Fair) 4200*
1100, 1967 (Good) 4075
1105 diesel, cab, ... 8500
1130 diesel, ... 4190
1130 diesel, cab, ... 4100*
1130 diesel, cab, ... 4600
1150 diesel, 1970 (Rough) 5740*
1150 diesel, cab, ... 5200
1155 diesel, cab, ... 9250*

ALLIS-CHALMERS TRACTORS
B, 1946 (Fair) 500
C, ... 550
CA, 1950 (Fair) 875
G, 1950 (Fair) 900
G, 1950 (Fair) 1025
U, 1964 (Good) 4150
WD-45, 1953 (Good) 1125
D-14, 1965 (Good) 1050
D-19, 1960 (Good) 1575
WD-19, 1960 (Fair) 1875
190XT, 1969 (Fair) 2275
190XT diesel, 1967 (Rough) 2900
190XT, 1971 (Good) 5600*
190XT diesel, 1971 (Good) 2800
190XT diesel, 1971 (Fair) 4000
200, 1970 (Good) 6000*
200 diesel, ... 7000
220 diesel, 1974 (Rough) 2650
220, 1969 (Rough) 4500
160 diesel, 1970 (Rough) 3700*
7080 diesel, 1975 (Rough) 10,750*

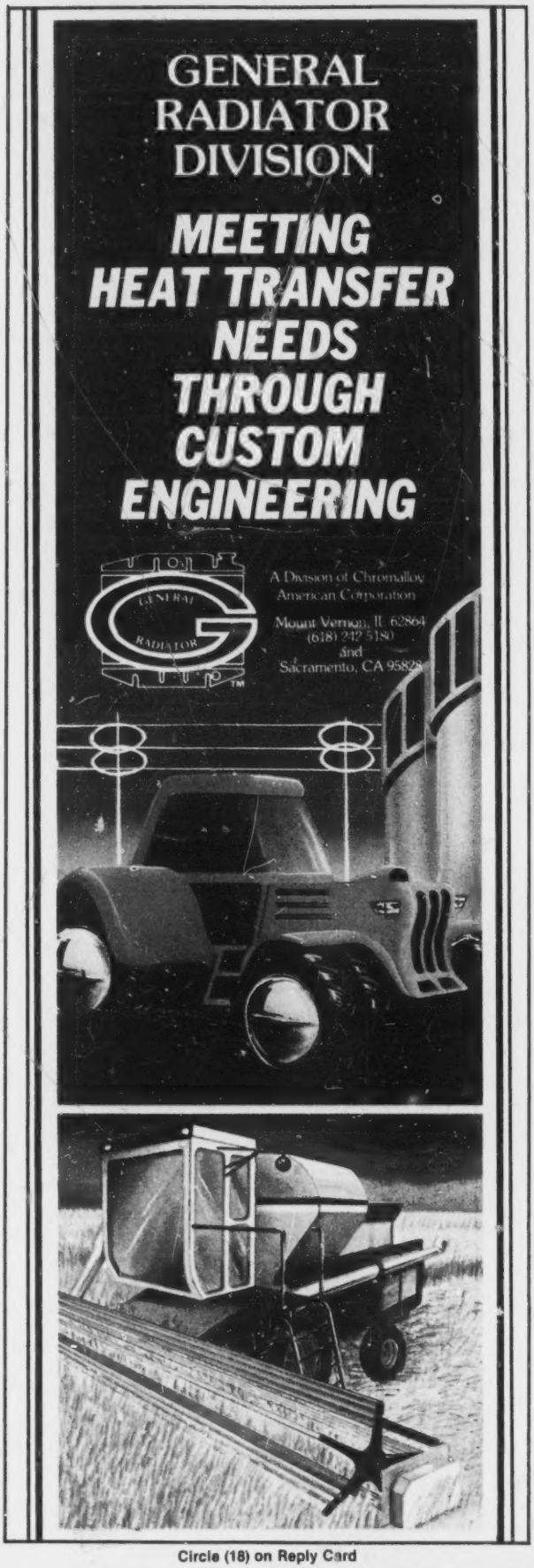
NOTES:
Prices reported are for individual sales at wholesale on an "as is," "cash and carry" basis. Prices reported are **not** averages.

Condition Classifications:
EXCELLENT: Engine in perfect condition, 400 to 600 hours of use. Rubber—80% tread remaining, no breaks or cracks. Paint—original and bright. General appearance: excellent.

GOOD: Engine in good running condition. Rubber—70% tread remaining, no breaks or cracks. Paint—original or a good repaint job. General appearance: good over-all.

FAIR: Engine possibly in need of a minor overhaul. Rubber—60% tread remaining, some cracking evident in sidewalls. Paint—only fair, weathered and some rust apparent. General appearance: worn, some dents, minor parts (gage covers, etc.) missing or broken.

ROUGH: Engine obviously in need of a major overhaul. Rubber—smooth. Paint—scarred, weathered, rusty. General appearance: dents, ruptures, broken parts, loose wires, components (such as lights) broken, missing or inoperative.



Circle (18) on Reply Card

Sales Forecast *(Continued from page 22)*

• **"Draw-down** of grain stocks; rebounding farm equipment sales; lower field inventory of farm equipment...."
• **"Upward trend** after two years of PIK. Reduced new unit sales even below 1981-82 level until then."
• **"Increased volatility** in sales. Expect sharp gains in 1984 or 1985. Greater reliance on government programs."
• **"Paramount** will be general world climatic conditions and national and international economic factors....Improvement in demand for equipment occurring in the second half of 1984, continuing the next few years."
• **"Many firms** that have heavy debt will fail. There is generally excess manufacturing capacity that will not be needed in the foreseeable future...."
• **"Substantial set-asides** create greater potential for more volatile markets as reduced yield could change supply/demand and prices; further delays in buying plans create an increase in latent demand. Set-asides will increase demand for some other types of equipment—haying, sprayers...."
• **"Possible extension** of PIK into dairy area to handle surplus products."
• **"More effort to cut** time lag between equipment production and purchase. More efforts to develop creative financing plans for equipment buyers...."

How that forecast is developed

It may be old ground for some readers, but others may welcome an explanation of how those forecast figures are determined.

1. Survey forms go from the FIEI to member firms' marketing executives.

2. Executives participate in terms of listed products their firms market. Respondents indicate percentage of change, up or down, they expect for each product during the indicated year, compared with the previous year, usually in terms of units.

3. FIEI asks respondents to estimate in terms of the whole U.S. and the industry, not just predominant areas or their individual companies. (But some have told I&T they estimate in terms of their own companies and give the numbers some measure of optimistic cast.)

4. Responses are tallied. The median percentage figure is established as the consensus forecast for the individual product.

5. Percentages are converted in unit numbers, based on the previous year's sales data.

6. The resulting "State of the Industry" report is given at the twice-yearly Marketing & Management Conference. The current reporter is Peter Perkins (FMC Corp.). I&T

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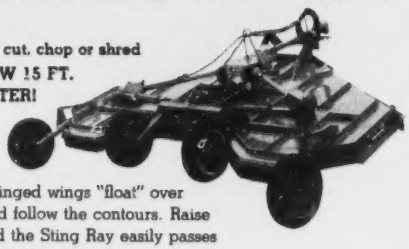

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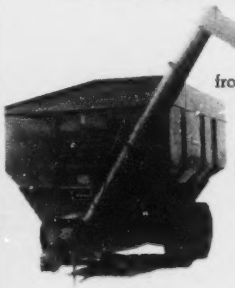

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July 1983
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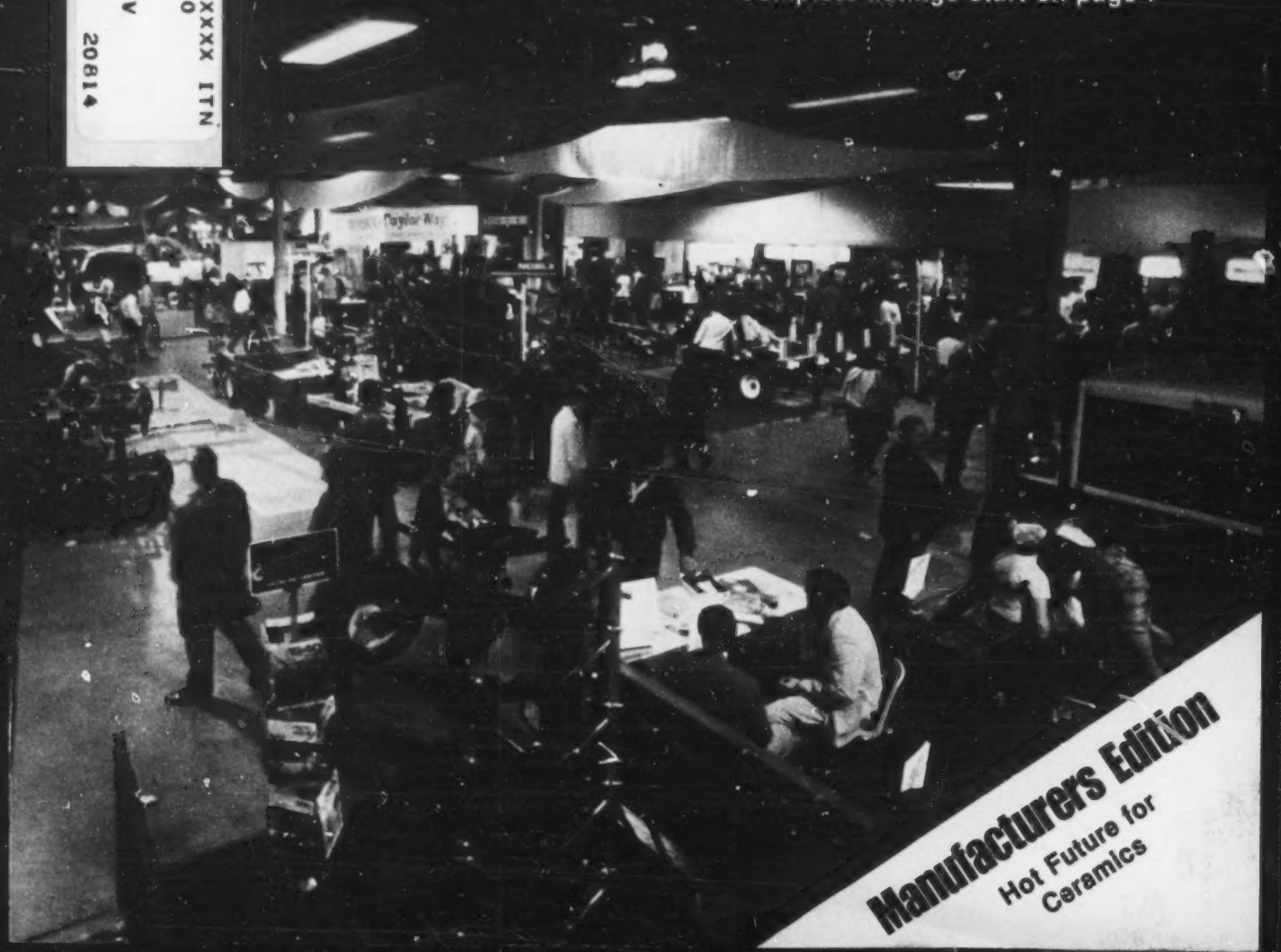
3-1984 FARM EQUIPMENT SHOWS, CONVENTIONS, MEETINGS

Complete listings start on page 7



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Irma Allread, Associate Editor
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Implement & Tractor

The business magazine of the farm & industrial equipment industry

July 1983 • Vol. 98 • No. 9

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7: Conventions, Shows and Fairs, 1983-1984. Our annual listing of the industry's most important gatherings in North America and overseas.

10: Getting the Cash Takes Push. Sales veteran Walt Buescher reflects on a problem dealers have faced for decades: Do farmers charge at your place, then stay away out of embarrassment?

14: How This Computer is Paying Off. By spotting cost savings on parts purchases, the in-house electronic brain is earning its keep at Rohde-Sons.

18: View From the Salvage Yard. The used/reconditioned parts business offers a special perspective of the farm tractor industry.

24: How Power Tools Differ. A quick reference on the features that separate professional from consumer-grade electrical power tools.

26: Two Auctions – Volume is Up, But It's Still a Buyer's Market. A look at how the bidding went at two recent farm equipment auctions.

30: The Seventies Are Over. Experts analyze the conditions facing the ag industry in the 1980s at the FIEI Spring Marketing & Management Conference.

On the cover...scene from the National Farm Machinery Show, Louisville, Ky.

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I&T Update

May Produces More Plus Signs!

The upturn in unit sales that has been talked about for several months began to make itself felt in the May flash report of the Farm & Industrial Equipment Institute. All four power categories of two-wheel-drive tractors showed improvement over May, 1982, and even the four-wheelers had a softer decline than in recent months.

Hay tools continue to show improvement. The combine decline that had been anticipated, after midwinter increases, is becoming pronounced. The flash report:

Unit Retail Sales

	May			January-May		
	1983	1982	Pct. Change	1983	1982	Pct. Change
Farm Wheel Tractors:						
2-wheel drive						
Under 40 hp	5,380	5,376	+ .1	19,658	19,791	(.7)
40-100 hp	3,749	3,472	+ 8.0	15,627	17,579	(11.1)
100-140 hp	1,412	1,144	+23.4	6,677	8,990	(25.7)
Over 140 hp	1,295	652	+98.6	4,995	4,909	+ 1.8
Total 2-wheel drive	**11,836**	**10,644**	**+11.2**	**46,957**	**51,269**	**(8.4)**
4-wheel drive						
Under 200 hp	154	248	(37.9)	764	1,631	(53.2)
Over 200 hp	261	309	(15.5)	1,018	1,631	(37.6)
Total 4-wheel drive	**415**	**557**	**(25.5)**	**1,782**	**3,262**	**(45.4)**
Total All Tractors	**12,251**	**11,201**	**+ 9.4**	**48,739**	**54,591**	**(10.6)**
S-P Combines	359	597	(39.9)	4,004	3,557	+12.6
Balers (200-lb. bales)	761	671	+13.4	2,497	1,963	+27.2
Forage Harvesters (Shear-bar type)	243	256	(5.1)	869	1,053	(17.5)
Mower-Conditioners	1,417	1,403	+ 1.0	4,018	3,590	+11.9

Inventories Moving Down, But Slowly

Inventories of tractors and combines as of April 30, according to the Farm & Industrial Equipment Institute, were running under levels of a year earlier.

Supplies of tractors over 40 hp were down 10.7 per cent, compared with 12 months earlier, at 70,502 units. However, sales through the first four months of 1983 were off over 20 per cent. For tractors under 40 hp, 1982 numbers are not available.

Inventories of self-propelled combines were off 14 per cent as of April 30 at 13,900 units.

If Your Gleaner's Oldest, Will You *Want* the Prize?

Noting that Gleaner combines came on the market 60 years ago, Allis-Chalmers is conducting a search for the oldest *working* Gleaner. Once this is established, A-C intends to fly the winner (the owner, actually, not the machine) to Kansas City for a weekend holiday, which will include a Kansas City Chiefs football game and a tour of the Gleaner plant in Independence, Mo. If it happens to be the Chiefs vs. Green Bay, those A-C executives from Milwaukee will expect the honored Gleaner owner to boo the home team (which is only what the local ticket buyers do, anyway). Here's what a vintage Gleaner looks like.

Briefly....

Smiling shortliners: A select survey of Farm Equipment Manufacturers Assn. members indicates that 84 per cent currently have increased orders on their books for the first time in over two years. "It's a real trend," according to Harold Halter, executive vice-president. He also noted that FEMA had shipped an unusually large number of "Seal of Quality" decals—affixed by participating members on each unit—a sign of increased production/shipment activity.

Massey-Ferguson's first quarter, ended April 30, produced a net loss of $17.9 million, compared with a $25.7 million loss in the same period of 1982. Sales were $403 million, down from $558 million. North American sales were $117 million, a 21 per cent decline. MF reported that receivables of $560 million were down by $287 million and inventories of $577 million were down $277 million from a year ago. The company claimed improved retail market share of tractors and combines in all major markets.

Deere & Co. reported a 1983 second quarter net loss of $11.3 million and a six-month loss of $39.8 million. A year earlier, earnings were $3 million for the quarter and $36.7 million for the first half. Second quarter worldwide sales were $1.01 billion ($1.25 billion in 1982); first-half volume was $1.87 billion ($2.31 billion in 1982). Trade receivables as of April 30 were $2.95 billion compared with $2.81 billion a year before.

A receivership has been set up in Canada for White Farm Equipment Ltd., Brantford, Ont., a subsidiary of TIC Investment Corp. but a separate company from White Farm Equipment Co. Carl McNair, marketing vice-president of White (U.S.), said that combines for 1983 were built before the Brantford plant was shut down last year and that parts are in sufficient supply.

International Harvester: First-half farm equipment sales were down 28 per cent from $918 million in 1982 to $662 million. Second quarter sales were $410 million, down 27 per cent. Farm equipment market share for IH is about even with last year, the company states.

Farm Bill Perspective

Richard E. Lyng, deputy secretary of agriculture: "If there is a PIK in 1984, it will be different. There will almost certainly be a PIK on other products....The 1981 Farm Act was based on 1970s experience. The dollar was weaker, there was greater concern about world food shortages, the 1980 USDA outlook conference focused on shortages, there was world drought concern. So much in the 1981 Act was wrong. Supports and target prices were wrong; they didn't allow market to clear. There was no expectation that the dollar would be priced so high against other currencies....We must make the U.S. more competitive. We needn't be protectionist if we can move in a free market."

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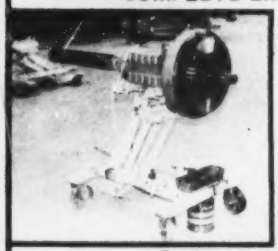

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WHITE TRACTORS

2-150 diesel, 1978 (Fair)	8700*
2-150, 1978 (Good)	6500*
2-150, 1977 (Good)	9900*
1470, (Good)	5000*

COCKSHUTT TRACTORS

540, (Fair)	1200
1555 diesel, 1968 (Fair)	2000*

OLIVER TRACTORS

77, 1950 (Fair)	475
88, 1951 (Good)	575*
1250, 1965 (Fair)	1100*
1600, 1961 (Fair)	2100
1600, 1962 (Fair)	1575
1650 diesel, 1967 (Good)	2950
1650 diesel, 1967 (Fair)	3850*
1650, 1968 (Good)	4800
1655, (Fair)	3500*
1750, 1967 (Fair)	2750
1800, 1962 (Fair)	1900*
1850, 1967 (Rough)	2800
1855, 1971 (Good)	4000
1950 diesel,	4000
2050, 1970 (Good)	5450
2150, (Fair)	5250*
Sup. 66, 1950 (Fair)	725

FERGUSON & MASSEY FERGUSON

TD-20, ldr.	1500
TD-20,	1000
YF-30, 1950 (Good)	1075
35 diesel, 1961 (Fair)	2000*
65 diesel, 1962 (Fair)	2250*
65 diesel, 1959 (Rough)	2600
65, 1963 (Fair)	1250
Sup. 90 diesel, 1962 (Rough)	1200*
135 diesel,	3000
135, 1969 (Good)	3900
135 diesel, 1968 (Fair)	3050
165 diesel, 1972 (Good)	3750
175 diesel,	3300
1105 diesel, 1977 (Fair)	6425*
2675,	10,900
200, ldr.,	775

CASE TRACTORS

DC,	650
310 crawler ldr.,	2200
530,	4500
530 ldr.,	850
530,	2800*
830 diesel, 1965 (Rough)	900*
830, 1967 (Good)	2900
870 diesel, 1971 (Good)	5550
1170, 1970 (Fair)	5000*
1175 diesel, 1973 (Fair)	6200
1370 diesel, 1973 (Fair)	7800
1370, 1973 (Fair)	5050
1470, 1965 (Fair)	5200*
1570 diesel, 1977 (Good)	12,250*
2470, 1975 (Good)	10,900
1740, (Fair)	6250*

NOTES:
Prices reported are for individual sales at wholesale on an "as is," "cash and carry" basis. Prices reported are **not** averages.

Condition Classifications:
EXCELLENT: Engine in perfect condition, 400 to 600 hours of use. Rubber—80% tread remaining, no breaks or cracks. Paint—original and bright. General appearance: excellent.

GOOD: Engine in good running condition. Rubber—70% tread remaining, no breaks or cracks. Paint—original or a good repaint job. General appearance: good over-all.

FAIR: Engine possibly in need of a minor overhaul. Rubber—60% tread remaining, some cracking evident in sidewalls. Paint—only fair, weathered and some rust apparent. General appearance: worn, some dents, minor parts (gage covers, etc.) missing or broken.

ROUGH: Engine obviously in need of a major overhaul. Rubber—smooth. Paint—scarred, weathered, rusty. General appearance: dents, ruptures, broken parts, loose wires, components (such as lights) broken, missing or inoperative.

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The business magazine of the farm & industrial equipment industry

August 1983

Implement & Tractor

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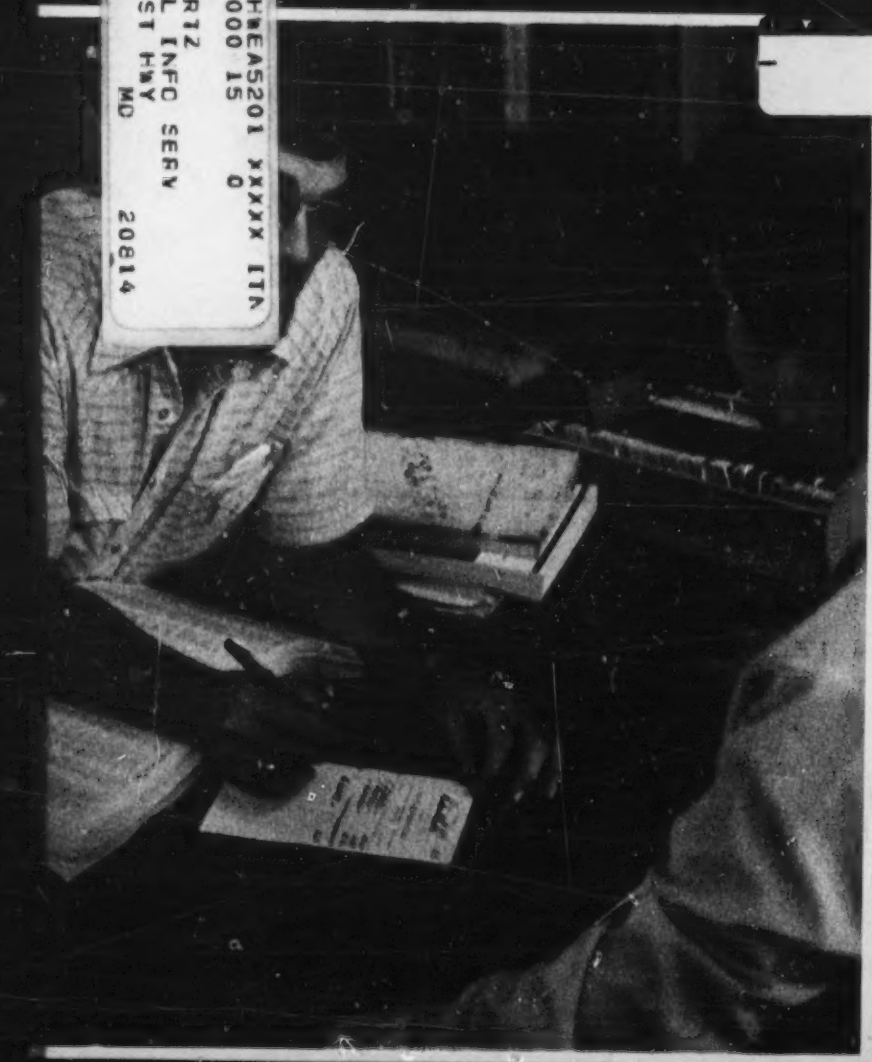

Manufacturers Edition

SAE Preview

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Telephone (913) 888-4664
Telex: 42-4156; Answerback
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EDITORIAL
Bill Fogarty, Editor
Irma Allread, Associate Editor
Scott R. Nesbitt, Associate Editor
Kevin Callahan, Art Director
Anita Blattner, Graphic Designer
Pat Blanton, Editor, Product File
Ken Long, Editor, Red Book

Contributing Editors:
Richard Lee, Britain and Europe
Frank Buckingham, Agricultural Engineering
Glenn S. Hensley, Dealer Topics

CIRCULATION
John Arnst, Director
Evelyn Rogers, Manager
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ADVERTISING
Susan Birnbaum, Marketing Coordinator
Nancy Hupp, Production
(Regional advertising sales offices
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ADMINISTRATION
R. J. Hancock, President
Edward F. Mickells, Publisher

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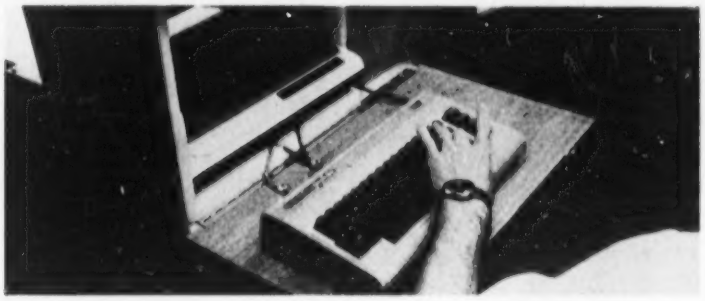

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8: Getting a Fix on Reliability/Availability. Is the farmer better off keeping backup equipment, or upgrading the reliability level of his operation by buying newer machines?

11: Selling Equipment With a Personal Computer. Jerry Johnson used his own computer to sell machinery, and now offers the system to other dealers.

13: Shop Profit Leaks: Improved, But Still Bad. A study finds that dealers' shops are still losing money, though not as badly as in the past.

16: There's Money Below the Line. Some dealers just fill orders, while others sell – Dealer Gary Witherspoon knows the difference.

20: Seeking the Year of the Four-Eyed Tiger. A look at SAME as the Italian tractor builder readies a new push into the U.S. market.

On the cover... Gary Witherspoon warms up to sell below the line.

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I&T Update

June Numbers: Rebound Continues in Most Groups

Unit sales of two-wheel-drive tractors in June showed the most strength in the bottom (under 40) and top (140 and over) horsepower ranges, according to the Farm & Industrial Equipment Institute's monthly flash report.

While unit sales of farm wheel tractors are now within a few percentage points of the 1982 level and apparently headed upward, combine volume is tailing off substantially. Hay tool sales numbers are strong.

The flash report:

Unit Retail Sales

	June			January-June		
	1983	1982	Pct. Change	1983	1982	Pct. Change
Farm Wheel Tractors:						
2-wheel drive						
Under 40 hp	6,774	4,831	+40.2	26,627	24,622	+ 8.1
40-100 hp	5,013	4,088	+22.6	20,580	21,667	(5.0)
100-140 hp	1,414	1,423	(0.6)	8,085	10,413	(22.4)
Over 140 hp	1,075	694	+54.9	6,073	5,603	+ 8.4
Total 2-wheel drive	**14,276**	**11,036**	**+29.4**	**61,365**	**62,305**	**(1.5)**
4-wheel drive						
Under 200 hp	199	202	(1.5)	963	1,833	(47.5)
Over 200 hp	265	285	(7.0)	1,284	1,916	(33.0)
Total 4-wheel drive	**464**	**487**	**(4.7)**	**2,247**	**3,749**	**(40.1)**
Total All Tractors	**14,740**	**11,523**	**+27.9**	**63,612**	**66,054**	**(3.7)**
S-P Combines	506	1,091	(53.6)	4,510	4,648	(3.0)
Balers (200-lb. bales)	2,021	1,818	+11.2	4,518	3,781	+19.5
Forage Harvesters (Shear-bar type)	556	584	(4.8)	1,424	1,637	(13.0)
Mower-Conditioners	3,964	3,522	+12.5	7,983	7,112	+12.2

A-C's Deal: Order Ahead, Wait, Save About 9%

There's more than a typical "red tag" sale involved in the new Allis-Chalmers promotion, which offers buyers a 9 per cent price cut on a special "LTD" version of the Gleaner N6 rotary combine.

Buyers must order in advance, then wait for the factory to build and ship the unit—typically within 30 to 60 days.

Tom Stadtmueller, A-C combine marketing manager, says the plan cuts out dealer floor plan and storage costs that develop when the "in-stock" combine sits four to eight months before being sold. Dealer margin as a per cent of suggested list on the LTD remains the same as with other combine models, he says.

For $99,763 (less header) the customer gets a well-dressed N6, with power feed reverser, cooled-and-heated cab, and other major performance and comfort items.

Roger Roy, manufacturing manager at the Independence, Mo., Gleaner plant, says that some money is saved by batch-building a large group of identical LTD combines, rather than having to tailor-make each unit on the line.

"If this works out, we'll look at extending the same order-and-wait terms to other lines," says Stadtmueller. "My gut feeling is we're on to something good." He notes that eight combines were sold in the first two weeks of July, right after dealers got details of the offer.

Harriott Heads ASAE; MSU's Anderson Is President-Elect

Bill L. Harriott, a research and development consultant from Sunnyvale, Calif., took over as president of the American Society of Agricultural Engineers at its June 26-29 convention at Bozeman, Mont. Gerald Isaacs (U. of Florida) had held the post.

President-elect, who is scheduled to assume the presidency of ASAE in June, 1984, is James H. Anderson, Michigan State U.'s dean of the College of Agriculture.

Harriott worked as an engineer for International Harvester and then Deere & Co., was on the U. of Arizona faculty for 10 years and was a research consultant for FMC Corp. from 1974 to 1983.

The title of Fellow, a major distinction conferred on few ag engineers, was given to Donnell R. Hunt (U. of Illinois) and Ralph E. Baumheckel (Farmhand Inc. and formerly International Harvester.

Brighter Inventory Picture as of May 31 On Most Products

Farm tractor inventories as of May 31 appeared to be in a healthier position than they were a year earlier. On May 31, 1982, there were 80,372 units (40 hp and over) on hand, with unit volume sales on a downward trend. A year later, there were 68,516 such units in stock with sales volume moving up.

Sales and inventories of tractors under 40 hp were not reported a year ago. As of May 31 this year, 38,988 of the under-40-hp models were on hand as sales moved up strongly.

Inventories of self-propelled combines as of May 31 were 15,164, down from the 17,620 of a year before, but sales volume in the second quarter of 1983 was softening rapidly.

Inventories of balers (bales under 200 lbs.) were down substantially from the end of May, 1982—from 15,967 units to 11,742—while retail sales through most of 1983 were moving up. Mower-conditioners, also posting 1983 sales increases, had an improved inventory position—18,304 units on hand May 31 compared with 20,972 a year before.

(Source: Farm & Industrial Equipment Institute.)

Hesston: Profit Improvement in Second Quarter

Hesston Corp. earned $6.9 million in its second quarter on sales of $63.8 million, bringing first-half earnings to $2 million on sales of $101.4 million.

Last year's second quarter earnings were $3.08 million on sales of $72.6 million; first-half, 1982, earnings were $4,004,000 on sales of $121 million after deducting 1982 results of its French subsidiary (sold last year to a subsidiary of Fiat Trattori), which is Hesston's majority owner.

Howard Brenneman, Hesston president, said performance of the Woods Div. (mowers, rotary cutters) paced the earnings improvement and that sales of Hesston (Fiat) tractors and the Woods line topped expectations. He said Hesston may break even in 1983.

AUCTION PRICES OF USED EQUIPMENT

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.

YODER & FREY, INC.
Archbold, Ohio
June 14, 1983

MINNEAPOLIS-MOLINE TRACTORS

M-602, 1964 (Fair) 2300*
M-670 (Fair) 2700*
M-670, (Fair) 1400*
705 diesel, (Fair) 1950*
G-707 diesel, 1964 ..... 1900*
G-1000 diesel, 1967 (Fair) 4050

JOHN DEERE TRACTORS

A, ... 380
A, ... 285
G, ... 360
40, 1955 (Fair) 850*
60, 1954 (Rough) 675*
430, 1958 (Fair) 1800*
730 diesel, 1957 2750
730 diesel, 1960 (Fair) 1350*
820 diesel, 1956 (Fair) 1850
1010, 1962 (Rough) 1400*
1520, (Fair) 4375
2010, 1964 (Rough) 2525
2010, ... 1475
2030 diesel, 1974 (Rough) 3800*
2510, 1969 (Good) 3550*
2510, 1970 (Good) 4200*
2840, (Fair) 9200*
3020, 1966 (Rough) 3300*
4010 diesel, 1964 (Fair) 4250
4620 diesel, 1970 (Excellent) 8000*
4620 diesel, 1974 (Fair) 5100*
5020 diesel, ... 4100
5020 diesel, ... 2850

OLIVER TRACTORS

77, 1948 (Rough) 800
88 diesel, 1950 (Fair) 625*
660, 1959 (Fair) 1025
1850, 1967 (Fair) 4800*
1650, 1966 (Fair) 2200
1750, 1965 (Fair) 2750*
1750 diesel, 1966 (Good) 3350
1850 diesel, 1961 (Rough) 1925*
1800, 1962 (Fair) 1900*
1850 diesel, 1966 (Fair) 3500
1855 diesel, 1969 (Fair) 4900*
1950-turbo, 1968 (Good) 4700
1955 diesel, 1973 (Fair) 5200*

DAVID BROWN TRACTORS

1200 diesel 2375
1200 diesel, ... 2550

DEUTZ TRACTOR

60-06, ... 4700

MASSEY-HARRIS TRACTOR

444, 1954 (Fair) 600*

ALLIS-CHALMERS TRACTORS

C, 1950 (Fair) 525
CA, ... 775
G, 1950 (Fair) 850
D-15, 1967 (Fair) 3300
D-17, 1967 (Fair) 3050*
D-17, 1966 (Fair) 1500
190XT diesel, 1970 (Good) 3750
200 diesel, 1974 (Good) 6750*
220, 1968 (Rough) 4000*
7040, 1975 (Fair) 5250
7060, 1974 (Good) 8900

FERGUSON & MASSEY FERGUSON

TD-20, 1946 (Fair) 1050
20, 1945 (Fair) 1450
35 diesel, 1958 (Rough) 1950
35 diesel, 1958 (Rough) 1600
65 diesel, 1957 (Rough) 1250*
65, 1959 (Fair) 1500
65, 1959 (Fair) 1700*
65 diesel, 1960 (Fair) 1875
165, 1971 (Good) 3450*
165 diesel, 1970 (Good) 3500*
165 diesel, 1969 (Fair) 4450*
165 diesel, 1969 (Good) 3450
165, 1970 (Good) 4600*
180, 1967 (Fair) 2800
235, 1977 (Rough) 4800*
255, 1978 (Fair) 5500
Sup. 90 diesel, 1964 (Rough) 925*
1150, ... 5000

FORD TRACTORS

8N, 1946 (Rough) 1000
8N, 1952 (Good) 1800
800, 1956 (Fair) 2275*
600 diesel, ... 1050
3000 diesel, 1968 (Fair) 3200
3000 diesel, 1972 (Fair) 3550
3000 diesel, 1970 (Fair) 3200*
3000, 1968 (Rough) 2925
4000, (Fair) 2250*
4000, 1963 (Good) 3350
5000 diesel, 1967 (Fair) 3500*
5000 diesel, 1968 (Rough) 3150*
5000 diesel, 1970 (Rough) 2100*
5000 diesel, 1972 (Fair) 4250*
5000, 1971 (Fair) 4300
6600 diesel, (New) 9100*
6600, 1977 (Fair) 6700*
7000, 1975 (Rough) 3950
971, 1962 (Good) 1300
NAA, 1953 (Fair) 6100*

WHITE TRACTOR

2-150 diesel, 1977 (Fair) 7300*

INTERNATIONAL HARVESTER TRACTORS

Sup. MTA, 1952 (Rough) 925*
A, 1945 (Fair) 875*
Cub, 1948 (Rough) 1375
Cub, 1946 (Rough) 1375
Cub, 1952 (Fair) 1500*
Cub, ... 1950
Cub, 1950 (Fair) 1450
Cub Lo-Boy, (Rough) 1100*
154 Lo-Boy, (Fair) 2400
M, 1951 (Fair) 800
M, 1947 (Fair) 625
M, 1942 (Rough) 625
M, 1948 (Rough) 525
M, 1943 (Fair) 700*
M, 1950 (Rough) 675
M, 1945 (Rough) 425*
Sup. M, 1951 (Rough) 500*
100, 1955 (Fair) 1650
130, ... 2000
140, ... 2200
230, 1963 (Fair) 1800*
300, 1956 (Fair) 1400
350, ... 875
454 diesel, (Fair) 3200*
460, 1962 (Fair) 1500
560, 1961 (Fair) 1200
560, 1959 (Fair) 1525
560, 1960 (Fair) 1650*
666, 1975 (Good) 5900*
706, 1967 (Fair) 2800*
706, 1965 (Fair) 2300*
806 diesel, 1965 (Fair) 4600
806 diesel, 1964 (Fair) 4700
826, (Rough) 5250*
856, 1969 (Fair) 5000
966, 1974 (Fair) 7000*
966 diesel, 1972 (Rough) 7100*
1026, 1970 (Fair) 5700*
1086, 1980 (Excellent) 13,500*
1206 diesel, 1965 (Fair) 5000
1256 diesel, 1968 (Good) 6100*
1466 diesel, 1976 (Fair) 7550
1486, 1979 (Excellent) 14,500*
1568, (Excellent) 17,500
Sup. C, ... 650

CASE TRACTORS

530, ... 2500
580, ... 4000
580, ... 5300*
580, ... 5350
830 diesel, ... 725
930 diesel, 1967 (Fair) 3100*
930, 1966 (Good) 3650
1030, (Fair) 3625
1070, 1972 (Fair) 6100*
SC, 1945 (Rough) 250
DC, 1946 (Rough) 350*

JONES FARM EQUIPMENT CO.
Dothan, Alabama
June 14, 1983

ALLIS-CHALMERS TRACTORS

7000 diesel, 1975 (Good) 7000
D14, ldr., 1958 (Good) 1600
D12, cult., 1961 (Fair) 800

CASE TRACTOR

1370 diesel, duals, 1976 (Excellent) 7800

DAVID BROWN TRACTOR

990 diesel, ldr., 1965 (Fair) 1200

JOHN DEERE TRACTORS

5020 diesel, duals, 1967 (Fair) 4500*
4430 diesel, duals, 1975 (Excellent) 9200
4030 diesel, 1976 (Excellent) 8900
4020 diesel, 1969 (Good) 4850
2640 diesel, 1978 (Excellent) 7800*
2630 diesel, 1975 (Good) 4850
2010, 1963 (Good) 1800
1530 diesel, 1975 (Excellent) 5200

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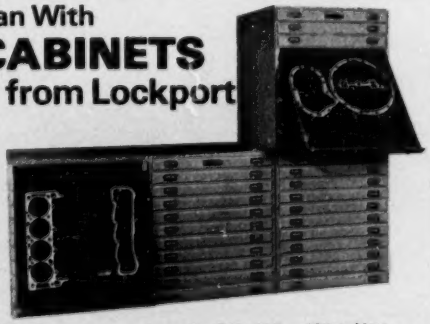

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1120 diesel, (Good) 2700
1020 diesel, 1968 (Good) 3000
950 diesel, 1980 (Excellent) 5300
850 diesel, 1979 (Excellent) 6000
820 diesel, 1974 (Good) 2500*
544 diesel, ldr., 1969 (Excellent) ... 9000
420, 1956 (Good) 800*
420, 1956 (Fair) 725
40, 1955 (Excellent) 1150
40, 1955 (Good) 850
A, 1946 (Rough) 175

FORD-FERGUSON TRACTORS

9N, 1947 (Good) 900
9N, 1946 (Good) 800
9N, 1944 (Rough) 375

FORD TRACTORS

9700 diesel, duals, 1977 (Good) ... 9200
7000 diesel, 1973 (Good) 5750
5000 diesel, 1978 (Fair) 3750
5000 diesel, 1968 (Good) 3750
5000 diesel, 1968 (Good) 3900*
4410 diesel, trencher, 1967 (Good) . 2700*
4000 diesel, 1969 (Excellent) 3800
4000 diesel, 1969 (Excellent) 4300*
4000 diesel, 1968 (Fair) 2925
4000 diesel, 1968 (Good) 3500
4000 diesel, 1968 (Good) 2900*
3500 diesel, ldr., 1969 (Fair) 2150
3400 diesel, ldr., 1966 (Good) 2900
3000 diesel, 1968 (Good) 3300*
3000 diesel, 1968 (Good) 3100
3000 diesel, 1968 (Good) 3100
3000 diesel, 1968 (Rough) 1050
2000, 1963 (Rough) 1050*
2000, ldr., 1963 (Good) 2550
850, 1956 (Good) 2000
Sup. Dex. 1963 (Good) 1300
Dexta, 1959 (Good) 1275
NAA, 1954 (Excellent) 2000
NAA, 1954 (Good) 1625
Jub., 1953 (Fair) 1050
Jub., 1953 (Good) 1500
8N, 1952 (Good) 1600*
8N, 1948 (Fair) 825

INTERNATIONAL HARVESTER TRACTORS

1206 diesel, cab, duals, 1964 (Fair) 3500
706 diesel, 1964 (Fair) 3000
656 diesel, 1969 (Good) 3950
656 diesel, 1967 (Rough) 750
574 diesel, 1974 (Fair) 3100*
574 diesel, 1974 (Fair) 2900
574 diesel, 1972 (Rough) 2400
560 diesel, 1960 (Rough) 1400*
504 diesel, 1964 (Fair) 1200
464 diesel, 1973 (Good) 3900*
454 diesel, 1973 (Good) 2800*
424, 1966 (Good) 2100
424, 1965 (Good) 2300
B414 diesel, 1963 (Good) 1250
300, 1956 (Rough) 435
Sup. A, 1953 (Good) 1400
Sup. A, 1953 (Good) 1300
Sup. A, 1952 (Good) 1200
Cub, mo., 1950 (Excellent) 1500
Cub, cult., har, 1948 (Good) 1050
Cub, cult., pl., 1948 (Good) 1050

KUBOTA TRACTORS

B6000E, mo., (Excellent) 1700
L210, mo., (Excellent) 1950

OLIVER TRACTOR

1855 diesel, 1973 (Good) 3500

MASSEY-FERGUSON TRACTORS

1155 diesel, cab, duals, 1978 (Fair) 5400
1155 diesel, 1974 (Fair) 4300
265 diesel, 1975 (Good) 5600
265 diesel, 1975 (Good) 5500
180 diesel, ldr., 1967 (Good) 3550
175 diesel, 1972 (Excellent) 4000
175 diesel, 1967 (Good) 3400*
165 diesel, 1972 (Excellent) 3700*
165 diesel, 1972 (Good) 3500
165 diesel, 1968 (Good) 3400
165 diesel, 1968 (Good) 3300
165 diesel, 1968 (Fair) 2450
165 diesel, 1968 (Good) 3200*
165 diesel, 1966 (Rough) 2100*
150 diesel, 1965 (Good) 3100*
150 diesel, 1965 (Good) 3100
2135 diesel, 1967 (Rough) 1600
135 diesel, 1974 (Fair) 2575
135 diesel, 1973 (Rough) 2100
135, 1970 (Excellent) 3800
135 diesel, 1967 (Good) 2750*
135 diesel, sprayer, 1967 (Good) ... 2700*
135 diesel, 1967 (Fair) 2400
135, 1966 (Rough) 1600*
135 diesel, 1966 (Good) 2850
35 diesel, 1963 (Excellent) 2600
35 diesel, 1963 (Rough) 1250*
T020, 1951 (Good) 1225
T020, 1950 (Fair) 775
T020, 1950 (Good) 850
T020, 1950 (Rough) 650

NOTES:
Prices reported are for individual sales at wholesale on an "as is," "cash and carry" basis. Prices reported are **not** averages.

Condition Classifications:
EXCELLENT: Engine in perfect condition, 400 to 600 hours of use. Rubber—80% tread remaining, no breaks or cracks. Paint—original and bright. General appearance: excellent.

GOOD: Engine in good running condition. Rubber—70% tread remaining, no breaks or cracks. Paint—original or a good repaint job. General appearance: good over-all.

FAIR: Engine possibly in need of a minor overhaul. Rubber—60% tread remaining, some cracking evident in sidewalls. Paint—only fair, weathered and some rust apparent. General appearance: worn, some dents, minor parts (gage covers, etc.) missing or broken.

ROUGH: Engine obviously in need of a major overhaul. Rubber—smooth. Paint—scarred, weathered, rusty. General appearance: dents, ruptures, broken parts, loose wires, components (such as lights) broken, missing or inoperative.

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September 1983

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EDITORIAL
Bill Fogarty, Editor
Irma Allread, Associate Editor
Scott R. Nesbitt, Associate Editor
Kevin Callahan, Art Director
Anita Blattner, Graphic Designer
Pat Blanton, Editor, Product File
Tom Fournier, Editor, Red Book

Contributing Editors:
Frank Buckingham,
Agricultural Engineering
Glenn S. Hensley, Dealer Topics

CIRCULATION
John Arnst, Director
Evelyn Rogers, Manager
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ADVERTISING
Susan Birnbaum,
Marketing Coordinator
Nancy Hupp, Production
(Regional advertising sales offices
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ADMINISTRATION
R. J. Hancock, President
Edward F. Mickells, Publisher

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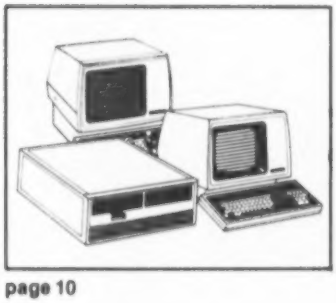

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8: A Bank Is a Bank...Or Is It? Three dealers find that working with two different banks pays off, especially when it means a better credit deal for customers.

10: In-House Computers for Dealers. The start of a 3-part series covering electronic management tools for dealerships. This month, an outline of the hardware and software of 20 different systems.

14: Will Farm Plan Change the Way Most Dealers Operate? If anything will get dealers out of the amateur banking business, it may be Farm Plan.

16: NFPEDA Convention. The national dealers association launches its first Expo and Marketing Show, and endorses a worldwide ag-industry trade event.

22: New at the Royal. A look at some of the most interesting items from this year's Royal Agricultural Society show in Britain.

On the cover...I&T kicks off a series on in-house computer systems.

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I&T Update

July Retail Sales: Why So Different?

Unit sales of two-wheel-drive tractors presented a contrasting good-news/bad-news picture, according to the July flash report from the Farm & Industrial Equipment Institute. The smallest (under 40 hp) and the biggest (140 hp and over) showed much of the strength they had in June, but the 40-99 and 100-139 brackets fared worse than they did in 1982.

Other products in the flash report were also down compared with last July.

Unit Retail Sales

	July			January-July		
	1983	1982	Pct. Change	1983	1982	Pct. Change
Farm Wheel Tractors:						
2-wheel drive						
Under 40 hp	3,889	3,264	+19.1	30,431	27,886	+ 9.1
40-100 hp	3,195	3,641	(12.2)	23,820	25,308	(5.9)
100-140 hp	1,041	1,665	(37.5)	9,090	12,078	(24.7)
Over 140 hp	1,033	899	+14.9	7,124	6,502	+ 9.6
Total 2-wheel drive	**9,158**	**9,469**	**(3.3)**	**70,465**	**71,774**	**(1.8)**
4-wheel drive						
Under 200 hp	116	146	(20.5)	1,080	1,979	(45.4)
Over 200 hp	251	279	(10.0)	1,532	2,195	(30.2)
Total 4-wheel drive	**367**	**425**	**(13.6)**	**2,612**	**4,174**	**(37.4)**
Total All Tractors	**9,525**	**9,894**	**(3.7)**	**73,077**	**75,948**	**(3.8)**
S-P Combines	1,008	1,432	(29.6)	5,578	6,080	(8.3)
Balers (200-lb. bales)	2,267	2,402	(5.6)	6,786	6,183	+ 9.8
Forage Harvesters (Shear-bar type)	578	613	(5.7)	2,001	2,250	(11.1)
Mower-Conditioners	2,937	2,955	(0.6)	10,965	10,067	+ 8.9

Kubota Tells Some of Its U.S. Marketing Plans

Kubota Tractor Corp. intends to introduce an 88 pto horsepower tractor to the U.S. market in 1984. And the Compton, Calif., company intends to add to its present 1,000 U.S. dealers, according to William Templeton, vice-president, at a recent press conference in Kansas City, Mo.

"About 25 per cent of our dealers, and some of our biggest, are independents, *i.e.*, we are their main tractor line. We expect to develop more independents with a broader product range."

Kubota now claims to be fourth in U.S. tractor unit retail sales (behind Deere, Ford and IH) and fourth in the world (behind Massey-Ferguson, Ford and Deere). In the 1983 fiscal year (ended April 15), Kubota's farm equipment business (including engines, industrial units and other farm equipment in addition to tractors) produced sales of $930 million, a 7.4 per cent increase over 1982.

More Shows on Global Circuit

Agricultural shows, or trade fairs with agricultural emphasis, are set for several locations in the Near East, Middle East and Far East through the next 11 months:

- Oct. 2-7, 1983: Agrogulf '83, Abu Dhabi, U.A.E. (U.S. contact—MABCO, 617/536-3442).
- Oct. 3-6, 1983: Agritech '83, Tel Aviv, Israel (U.S. contact—Israel Trade Office, 212/560-0600).
- Mar. 10-24, 1984: Cairo International Fair, Cairo, Egypt (U.S. contact—R. D. Robinson, U.S. Commerce Dept. 202/377-4015).
- May 8-25, 1984: Algiers International Fair, Algiers, Algeria (U.S. contact—Walter Fausel, U.S. Commerce Dept. 202/377-4065).
- Aug. 3-6, 1984: AGASIA '84, Kuala Lumpur, Malaysia (U.S. contact—Clapp & Poliak International, 301/657-3090).

In addition, the Commerce Dept. is conducting a farm and irrigation equipment trade mission to Algeria, Morocco and Tunisia Oct. 29-Nov. 14 (U.S. contact—Mary Wiening, project manager, U.S. Commerce Dept., 202/377-4708) and a catalog show of farm equipment Nov. 7-22 at two locations in New Zealand and three in Australia (U.S. contact—Louis Quay, U.S. Commerce Dept., 202/377-3973). Harold Halter, executive vice-president of the Farm Equipment Manufacturers Assn., will be the catalog show's representative.

Briefly....

Ed H. Elstun, president of **Snowco,** Omaha, Neb., has purchased the company from Beatrice Foods Co. He joined the firm 30 years ago and has been president for seven years. Snowco, a Beatrice division since 1970, makes grain augers, grain cleaners, bale conveyors and trailers.

National service managers have an average mean salary of $40,142, according to a survey of the **National Assn. of Service Managers.** It's an 8.3 per cent increase from 1982. Service managers for merchandising firms with sales over $50 million averaged $51,188, with the top 10 per cent of this group making $157,928 or more. The bottom 10 per cent of those in manufacturing firms with annual sales under $10 million made $20,599 or less.

J I Case Co. and the **United Auto Workers** have signed a labor pact that will pass savings from wage and benefit restraints directly to Case customers in the form of rebates. Buyers will get back $3,000 on selected ag and construction models in September and October. The ag units are 90 series two- and four-wheel-drive models over 100 hp.

Robotics in agriculture will be the focus of a conference Oct. 2-4 at Tampa, Fla., sponsored by the U. of Florida, Gainesville, and the American Society of Agricultural Engineers. Topics will include the use of three-dimensional vision systems, computer control of grain combines, robotic sheep shearing, orange picking and tractor control. Contact: Conference director, 904/392-5930.

Vicon, B.V., Nieuw Vennep, Holland, has acquired from **International Harvester,** for about $350,000, the patents and production rights to a rectangular baler. The baler will be made at Nieuw Vennep and supplied to Vicon dealers worldwide and IH dealers outside the Western Hemisphere.

AUCTION PRICES OF USED EQUIPMENT

I&T SINCE 1886

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.

YODER & FREY, INC.
Archbold, Ohio
July 12, 1983

FERGUSON & MASSEY-FERGUSON TRACTORS

202, ldr., (Rough)	2500
35 diesel, 1959 (Rough)	1250
50 ldr., 1960 (Rough)	2350
65 diesel, 1962 (Fair)	2000
65, 1959 (Rough)	1550
175, 1969 (Rough)	3800
235 diesel, 1978 (Good)	4300*
265, 1979 (Fair)	6800
1080, 1969 (Fair)	3925
1085,	5575
1100 diesel, 1967 (Rough)	3475
1130 diesel,	3575

FORD TRACTORS

9N, 1939 (Fair)	700*
9N, 1939 (Fair)	925*
4000, ldr., 1963 (Fair)	3300*
5000 diesel, 1971 (Rough)	2200*
Jub. 1953 (Fair)	1775
6600 diesel, (New)	8800*
4500 backhoe, ldr., 1971	5300

ALLIS-CHALMERS TRACTORS

C, 1946 (Rough)	275*
WD, 1950 (Fair)	475*
WD, 1950 (Fair)	590
D-14, 1963 (Fair)	875
D-14, 1964 (Fair)	1450*
D-15, (Good)	2500*
D-15, 1966 (Good)	2600
D-17, 1967 (Fair)	3000
D-17, 1964 (Fair)	1650
7000, 1975 (Fair)	8300*
7060 diesel, 1974 (Good)	6800*

MINNEAPOLIS-MOLINE TRACTORS

M-602, 1963 (Fair)	2200
M-670, 1966 (Rough)	1600*
M-670, 1967 (Fair)	2400*
G-705 diesel, 1967 (Rough)	1600*
G-707 diesel, (Rough)	1900*
G-900 diesel, 1966 (Fair)	2600
UB, 1950 (Fair)	850*

INTERNATIONAL HARVESTER TRACTORS

A, 1945 (Fair)	750*
Cub, 1963 (Rough)	1150*
H, 1946 (Rough)	750
H, 1950 (Fair)	530
H, 1946 (Fair)	500
Sup. H, 1952 (Good)	1000
M, 1941 (Rough)	400*
M, 1952 (Rough)	775*
M,	410
Sup. MTA, 1952 (Rough)	600*
Sup. C, 1951 (Rough)	620
Sup. C, 1951 (Fair)	1000
C, 1947 (Rough)	690
B, 1945 (Fair)	520
84 Hydro, 1980 (Good)	8000
300, 1956 (Rough)	700*
300, 1957 (Fair)	900
560, 1960 (Fair)	1825*
560 diesel, 1960 (Fair)	2000
656 diesel, 1968 (Fair)	3050
656 ldr., 1967 (Good)	4200*
806 diesel, 1965 (Rough)	2975*
826 diesel, 1970 (Rough)	5600*
1066 diesel, 1976 (Fair)	6400
1066 diesel, 1975 (Fair)	5250*
1066, 1975 (Good)	7600
1256 diesel, 1968 (Fair)	5700*
4166, 1973 (Fair)	9000*

WHITE TRACTORS

2-150, 1978 (Good)	9900*
1870 diesel, (Fair)	3900

CASE TRACTORS

580, backhoe, ldr.,	8450
600 diesel, 1956 (Fair)	900*
930 diesel,	3200
930, 1961 (Fair)	1600
1030 diesel,	3950
1070 diesel,	6200
1070, 1970 (Fair)	5700
1070, 1972 (Fair)	7200*
1370, 1972 (Fair)	9200
2470, 1972 (Fair)	6500*

JOHN DEERE TRACTORS

A,	320
H,	310
60, 1956 (Rough)	560
70, 1955 (Rough)	610
70, 1954 (Fair)	750*
440 backhoe, ldr.	3950
430, 1958 (Fair)	2000*
620 diesel, 1957 (Fair)	1950
720, 1957 (Rough)	1200*
730 diesel, 1958 (Fair)	2650*
1010, 1962 (Rough)	1300*
2010, 1961 (Fair)	2600*
2010, ldr., 1963 (Rough)	2900*
3020 diesel, 1968 (Rough)	4000*
4010 diesel, 1963 (Fair)	3500*
4020 diesel, 1968 (Fair)	4750*
4020 diesel, 1966 (Fair)	6450
4020 diesel, 1967 (Fair)	4500*
4020 diesel, 1966 (Fair)	5500
4020, 1964 (Rough)	5300
4020, 1966 (Fair)	4200*
4020, 1965 (Fair)	3725
4030 diesel, 1977 (Fair)	7400*
4230, 1976 (Fair)	8200
4440 diesel, 1979 (Fair)	13,200*
4520,	7200
4620 diesel, 1972 (Fair)	7400*
4630, 1976 (Fair)	8800*
8630, 1977 (Fair)	19,500*

OLIVER TRACTORS

55 diesel,	600*
77,	240
950, (Rough)	1100*
1650, ldr.,	5000
1750 diesel, 1965 (Fair)	3050
1800 diesel, 1961 (Fair)	1700*
1855 diesel, 1972 (Good)	3700*
2255, 1973 (Good)	8750*
Sup. 77 diesel, 1951 (Rough)	450

MASSEY-HARRIS TRACTORS

44G, 1947 (Fair)	470
444, 1955 (Fair)	550*

COMBINE AUCTION PRICES

OLIVER COMBINES

25	850
525	625*
525	2000
535	1600
535	1600*
535	1400*
535	1750*
545	2700
7300	5400
7300	6500
7300	7500
7600	5500
7600	5800*
7600	7650
7600	4000*
7800	6150

ALLIS-CHALMERS COMBINES

A-II	1700
A-II	1500
E	1200
E	700*
E	1650
E	1100*
E	1350
E	3000*
E	1100
E-III	3300*
E-III	4000*
E-III	4000*
F	9500
F	10,150
K	6900
K	4500*
K.K	6300
L w/2 hds	6500
G	4250
G	3350
G	5300
C-II	1500
F2	9700
F2	13,500
K2	10,250*

MINNEAPOLIS-MOLINE COMBINE

W4 UNI	675

JOHN DEERE COMBINES

40	650*
40	600
45	900*
45	1000
45	400*
45	625*
45	1100*
45	1250*
45	2400
45	700
55	550
55	2300
55	1300*
55	2000*
65	1400*
95	3000*
105	3600*
105	3000
3300	5450
3300	6700
4400	8000*
4400	5300

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4400 ..... 4900*
4400 14,800
6600 G 7250*
6600 diesel 11,250
6600 G 5700*
6600 diesel 5540
6600 G 7200*
7700 6750
7700 ..... 7250*
7700 ..... 5500*

CASE COMBINES

660 ..... 1700*
660 750
660 3250
660 ..... 1300*
660 ..... 1800*
960 ..... 1600*
1160 ..... 1800*
1600 ..... 1400*

MASSEY-FERGUSON COMBINES

300 ..... 1000*
300 ..... 2800*
300 1250
300 ..... 3200*
300 ..... 3500*
300 975
300 3350
35 ..... 1400*
35 1025
303 ..... 2200*
410 D 4050
410 ..... 5000*
410 ..... 1600*
510 ..... 2900*
510 D 7350
510 ..... 3800*
510 D 3550
510 G 2650
510 4750
510 D 5200*
510 ..... 2700*
510 D 6200*

INTERNATIONAL HARVESTER COMBINES

203 ..... 1000*
303 ..... 2300*
403 ..... 1500*
315 2925
315 ..... 1900*
615 ..... 4300*
715 5500
715 ..... 3750*
715 ..... 5000*
715 ..... 5500*
815 ..... 3200*
815 ..... 3400*
915 ..... 11,500*
915 ..... 3150*
915 ..... 5250*
915 ..... 7100*
127 400
93 1100
1440 ..... 23,500*

NEW HOLLAND COMBINE

TR-70 12,400

JONES FARM EQUIPMENT CO.
Dothan, Alabama
July 12, 1983

ALLIS-CHALMERS TRACTORS

W.D. 1952 (Good) 500
B, 1953 (Good) 700

DAVID BROWN TRACTOR

990 diesel, ldr., 1966 (Fair) 1475

MASSEY-FERGUSON TRACTORS

1155 diesel, 1974 (Good) 5500
1153 diesel, 1973 (Rough) 2850*
275 diesel, 1977 (Excellent) 7300*
245 diesel, 1979 (Excellent) 8000
180 diesel, 1965 (Good) 2725
180 diesel, 1966 (Good) 3200
175 diesel, 1973 (Excellent) 4200
175 diesel, 1969 (Good) 3600
175 diesel, 1967 (Good) 3700*
165 diesel, 1974 (Good) 3150
165 diesel, 1971 (Good) 3300
165 diesel, 1967 (Good) 3100*
165 diesel, 1966 (Good) 3000
165 diesel, 1966 (Good) 3400
150 diesel, 1967 (Good) 3250*
135 diesel, 1973 (Excellent) 3500*
135 diesel, 1969 (Good) 3350
135 diesel, 1967 (Excellent) 3500*
135 diesel, 1967 (Good) 3250
135 diesel, 1967 (Good) 3000*
135, 1966 (Good) 3150
65 diesel, 1962 (Fair) 1600
65 diesel, 1958 (Excellent) 2250
35, 1962 (Good) 1750
35 diesel, 1960 (Excellent) 2450
35, 1956 (Excellent) 2000
T020, 1950 (Excellent) 1500

FORD-FERGUSON TRACTOR

9N, 1940 (Fair) 525

FORD TRACTORS

9700 diesel, 1978 (Good) 7900
9700 diesel, 1978 (Excellent) 9500
8000 diesel, 1970 (Rough) 2400
7600 diesel, 1976 (Good) 5200*
7600 diesel, 1972 (Excellent) 8000
4000 diesel, 1972 (Excellent) 4800
4000 diesel, 1968 (Good) 3250
4000 diesel, 1967 (Fair) 2550
4000 diesel, 1967 (Good) 3000
4000 diesel, 1964 (Good) 1950*
4000 diesel, Select-O-Speed 1963 (Fair) 1000
3000 diesel, 1977 (Fair) 3200*
3000 diesel, 1969 (Good) 3350
3000 diesel, 1969 (Good) 3350
3000 diesel, 1966 (Good) 2800
3000 diesel, 1966 (Rough) 1150
3000 diesel, 1958 (Good) 3550
2000, 1967 (Fair) 1950
2000 diesel, 1962 (Rough) 825
850, 1956 (Good) 1925
841 diesel, 1958 (Fair) 1300
641, 1961 (Good) 2150
641, 1960 (Good) 2200
641, 1958 (Good) 1800
Sup. Dexta 1962 (Good) 1750
Dexta, 1959 (Good) 1600
Jub., 1953 (Excellent) 2500*
8N, 1951 (Excellent) 1800
8N, 1951 (Excellent) 1850
8N, 1951 (Good) 1475
8N, 1948 (Rough) 700
8N, 1948 (Rough) 750

INTERNATIONAL HARVESTER TRACTORS

1086 diesel, cab, duals, 1977 (Good) 8400*
966 diesel, 1972 (Fair) 5400
656 diesel, 1968 (Good) 3750*
574 diesel, 1972 (Fair) 3150
574 diesel, 1972 (Excellent) 5400
504 diesel, 1962 (Fair) 900*
454 diesel, 1971 (Good) 2750
434 diesel, (Good) 3450
B414 diesel, 1963 (Fair) 850
364 diesel, ldr., 1977 (Good) 2700*
354 diesel, 1973 (Fair) 2100*
354 diesel, 1973 (Good) 2850*
340, 1962 (Good) 1225*
M, 1946 (Fair) 300
Sup. C, 1953 (Rough) 320
C, 1948 (Good) 625
C, 1948 (Rough) 170*
Sup. A, 1949 (Good) 1250
Cub, 1949 (Good) 900
Cub, 1948 (Rough) 400

JOHN DEERE TRACTORS

5020 duals, 1969 (Fair) 4600*
4630 diesel, cab, 1975 (Excellent) 10,250
3010 diesel, 1961 (Fair) 3000
2840 diesel, 1979 (Excellent) 11,000
2840 diesel, bld., 1977 (Good) 8425
2640 diesel, 1978 (Good) 6700
2640 diesel, 1977 (Good) 6650
2630 diesel, 1975 (Good) 5400
2630 diesel, 1974 (Good) 5700
2030 diesel, 1974 (Good) 4500*
1020 diesel, 1966 (Fair) 2175
1010, ldr., 1962 (Fair) 950
820 diesel, 1970 (Good) 2950
820 diesel, (Excellent) 4225
R, 1960 (Rough) 325
430, 1959 (Good) 1450*
420, 1956 (Fair) 750

OLIVER TRACTORS

1355 diesel, 1970 (Good) 2900*
77 diesel, 1950 (Rough) 275

ENLOW AUCTION CO.
Tulsa, Okla.
July 9, 1983

ALLIS-CHALMERS TRACTORS

B, 1940 (Good) 450*
WD, 1950 (Fair) 225
D15, 1962 (Fair) 1500
160 diesel, 1969 (Good) 2900
190XT diesel, 1965 (Good) 3300
190XT diesel, 1968 (Good) 3500
5040 diesel, 1976 (Fair) 2550

CASE TRACTORS

400 diesel, 1955 (Fair) 680
1070 diesel, 1971 (Good) 4800*
1190 diesel, 1981 (Excellent) 7800*
1190 diesel, 1982 (Excellent) 8250

FERGUSON TRACTORS

20, 1950 (Good) 1200*
20, 1951 (Fair) 675*
30, 1954 (Good) 1875
35, 1955 (Good) 2000
35, 1956 (Good) 2100*

FORD TRACTORS

9N, 1941 (Fair) 875
9N, 1942 (Good) 1050*
9N, 1942 (Good) 1500
9N, 1943 (Good) 1100
9N, 1945 (Good) 1200*
9N, 1945 (Fair) 800*
9N, 1945 (Good) 1350*
8N, 1947 (Fair) 1100
8N, 1947 (Fair) 1000*
8N, 1948 (Good) 1450
8N, 1948 (Fair) 1000
8N, 1948 (Good) 1250*
8N, 1948 (Good) 1300*
8N, 1949 (Good) 1500
8N, 1949 (Good) 1800
8N, 1949 (Good) 1450*
8N, 1950 (Good) 1300
8N, 1950 (Good) 1200
8N, 1950 (Good) 1850
8N, 1951 (Fair) 1400*
8N, 1951 (Good) 1725
8N, 1952 (Good) 2025

(More...)

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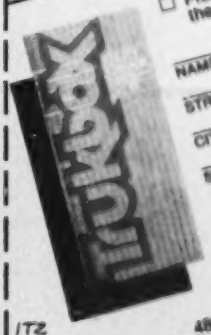

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Auctions

(continued)

8N, 1952 (Good)	1300
8N, 1952 (Good)	1500*
8N, 1952 (Good)	1600
8N, 1952 (Good)	1700*
8N, 1952 (Good)	1825*
NAA, 1953 (Fair)	1550*
NAA, 1953 (Good)	2100*
NAA, 1953 (Good)	1900
600, 1954 (Good)	2125*
600, 1954 (Good)	1860
860, 1954 (Good)	2100
860, 1956 (Good)	2650
850, 1955 (Good)	2000*
851, 1957 (Good)	2550
801, 1957 (Good)	2550
801, 1958 (Good)	2000*
2000, 1963 (Good)	2800
3000, 1965 (Fair)	2700*
3000, 1967 (Good)	3400
3000, 1968 (Good)	2900
3000, 1968 (Good)	3000
3000, 1969 (Good)	3250
3000 diesel, ldr., 1973 (Good)	5000
4000, ldr., 1963 (Good)	3500
4000, 1968 (Good)	3500
4000 diesel, 1967 (Good)	3350
4000 diesel, 1967 (Fair)	3000*
4000 diesel, Select-O-Speed, 1969 (Good)	2900*
5000 diesel, 1966 (Fair)	3100*
5000 diesel, 1968 (Good)	3950*
5000 diesel, 1968 (Fair)	3000
5000 diesel, 1970 (Good)	4200
3400, 1967 (Good)	3250*
3500, ldr., 1969 (Good)	4350*
6000 diesel, 1968 (Good)	1600
5600 diesel, ldr., 1980 (Excellent)	8750*

INTERNATIONAL HARVESTER TRACTORS

Cub, equip., 1960 (Good)	1525
Cub, equip., 1961 (Good)	1600
Cub, mo., 1961 (Good)	1600
Cub Loboy, mo., 1962 (Good)	1750
185 Cub, mo., 1968 (Good)	2500*
A, 1944 (Good)	550*
B, 1942 (Good)	400
B, mo., 1945 (Good)	850
WD-9, 1953 (Good)	400*
504, 1965 (Fair)	850*

JOHN DEERE TRACTORS

70, 1954 (Good)	900
3010 LP, 1962 (Good)	2500*
4010 diesel, 1962 (Good)	4250
4010 diesel, 1964 (Good)	5200
4020 diesel, 1966 (Good)	4500
1120 diesel, 1970 (Good)	3000
830, 1974 (Good)	3900*
650, 1975 (Good)	3500*
650, ldr., 1978 (Good)	4700

MASSEY-FERGUSON TRACTORS

25 diesel, 1960 (Good)	1875
25 diesel, 1961 (Good)	2250*
35, 1962 (Good)	1875
65, 1960 (Good)	1950
65, 1961 (Fair)	1550*
65 diesel, 1961 (Good)	2550
65, 1962 (Good)	2150*
65 diesel, 1962 (Good)	3350
65, 1962 (Fair)	1850*
65 diesel, 1963 (Good)	2800
65, 1963 (Good)	2150*
65 diesel, 1963 (Good)	2750*
Super 90, 1961 (Good)	1950*
130 diesel, 1966 (Fair)	2000
135, 1968 (Good)	3300*
185 diesel, ldr., 1967 (Good)	3450*
185 diesel, 1969 (Good)	3800
185 diesel, 1971 (Good)	3950
175 diesel, 1972 (Good)	4250
175 diesel, 1973 (Good)	4300*
180 diesel, 1966 (Good)	3100
230 diesel, 1982 (New)	8100
245 diesel, ldr., 1980 (Excellent)	8250
203, 1961 (Fair)	2350
1085 diesel, 1975 (Good)	6500
1085 diesel, 1977 (Good)	6850
50 diesel, backhoe, 1978 (Good)	6500

MINNEAPOLIS-MOLINE TRACTORS

670, 1966 (Good)	1850*
G-1000, 1968 (Good)	3500*

OLIVER TRACTOR

550, ldr., 1959 (Fair)	1050*

NOTES:
Prices reported are for individual sales at wholesale on an "as is," "cash and carry" basis. Prices reported are **not** averages.

Condition Classifications:
EXCELLENT: Engine in perfect condition, 400 to 600 hours of use. Rubber—80% tread remaining, no breaks or cracks. Paint—original and bright. General appearance: excellent.

GOOD: Engine in good running condition. Rubber—70% tread remaining, no breaks or cracks. Paint—original or a good repaint job. General appearance: good over-all.

FAIR: Engine possibly in need of a minor overhaul. Rubber—60% tread remaining, some cracking evident in sidewalls. Paint—only fair, weathered and some rust apparent. General appearance: worn, some dents, minor parts (gage covers, etc.) missing or broken.

ROUGH: Engine obviously in need of a major overhaul. Rubber—smooth. Paint—scarred, weathered, rusty. General appearance: dents, ruptures, broken parts, loose wires, components (such as lights) broken, missing or inoperative.

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The business magazine of the farm & industrial equipment industry

October 1983

Implement & Tractor

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Editorial, advertising
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should be addressed to:
9221 Quivira Rd.
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Telex: 42-4156; Answerback
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EDITORIAL
Bill Fogarty, Editor
Irma Allread, Associate Editor
Scott R. Nesbitt, Associate Editor
Kevin Callahan, Art Director
Anita Gattner, Graphic Designer
Pat Blanton, Editor, Product File
Tom Fournier, Editor, Red Book

Contributing Editors:
Frank Buckingham,
Agricultural Engineering
Glenn S. Hensley, Dealer Topics

CIRCULATION
John Arnet, Director
Evelyn Rogers, Manager
Dee Manies, Reader Correspondent

ABP A member of American Business Press

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ADVERTISING
Susan Birnbaum,
Marketing Coordinator
Nancy Hupp, Production
(Regional advertising sales offices
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ADMINISTRATION
R. J. Hancock, President
Edward P. Michaels, Publisher

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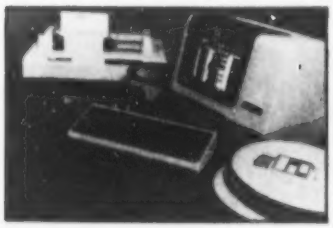

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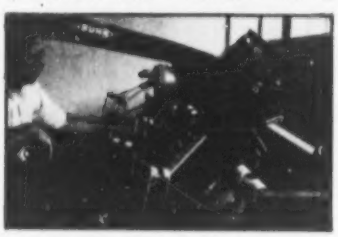

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8: **Bytes and Pieces.** Computers are a natural for controlling parts inventory, but finding a system that satisfies the dealer and his suppliers poses some knotty problems.

12: **Comparing Your Shop's Performance.** The facts you need to analyze the profitability trend of your service department.

18: **Survey of Shortline Manufacturers:** Their distribution, the trends they see, and how their views compare with the views of dealers.

20: **Taking Pulses in Motown.** A preview of three conventions set for October and November by FEMA, FEWA and AIMRA.

22: **Goin' to the Country.** The almost-lost art of on-farm demonstrating is making a comeback as tough times rekindle interest in putting different ideas across.

29: **Versatile Upgrades Mid-Sized Entry.** The Canadian four-wheelers aim at a bigger market share with a new tractor.

On the cover... Off to Detroit for three big conventions.

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I&T Update

August Retail Sales: Another Skid

After considerable optimism in the spring that retail sales of farm equipment were definitely in comeback status, a slowed-up July and now an even slower August have blown such hopes away for a while. Sales of all tractor horsepower groups were off. Only hay balers (bales under 200 lbs.) and mower-conditioners were showing gains. Here is the monthly flash report of the Farm & Industrial Equipment Institute:

Unit Retail Sales

	August			January-August		
	1983	1982	Pct. Change	1983	1982	Pct. Change
Farm Wheel Tractors:						
2-wheel drive						
Under 40 hp	3,256	3,892	(16.3)	33,674	31,778	+6.0
40-100 hp	2,544	2,926	(13.1)	26,347	28,234	(6.7)
100-140 hp	718	1,079	(33.5)	9,802	13,157	(25.5)
Over 140 hp	537	572	(6.1)	7,658	7,074	+8.3
Total 2-wheel drive	**7,055**	**8,469**	**(16.7)**	**77,481**	**80,243**	**(3.4)**
4-wheel drive						
Under 200 hp	119	146	(18.5)	1,193	2,125	(43.9)
Over 200 hp	163	236	(30.9)	1,685	2,431	(30.7)
Total 4-wheel drive	**282**	**382**	**(26.2)**	**2,878**	**4,556**	**(36.8)**
Total All Tractors	**7,337**	**8,851**	**(17.1)**	**80,359**	**84,799**	**(5.2)**
S-P Combines	1,106	1,309	(15.5)	6,685	7,389	(9.5)
Balers (200-lb. bales)	981	980	+0.1	7,773	7,163	+8.5
Forage Harvesters (Shear-bar type)	394	582	(32.3)	2,394	2,832	(15.5)
Mower-Conditioners	1,266	1,210	+4.6	12,234	11,277	+8.5

Deere 9 Months: Sales Off 17% To $2.87 Billion

Deere & Co. had sales in the first nine months of fiscal 1983 (ended July 31) of $2.866 billion, off 17 per cent from 1982's $3.461 billion. Third period sales were $995 million, 13 per cent off the $1.147 billion a year ago.

Deere had a net loss for the nine months of $34.7 million; last year, net earnings were $40.8 million. The third period produced a profit of $5.1 million ($4.2 million in 1982).

Deere lowered trade receivables in the period by $157 million to $2.79 billion. A year earlier, they were $2.78 billion.

"Production for the full fiscal year will be approximately 23 per cent lower than a year ago," said Robert A. Hanson, chairman.

Farm equipment sales for both the third period and the nine months were 20 per cent lower than a year ago. Industrial equipment sales for the nine months were up 1 per cent and for the quarter were 36 per cent higher. Overseas sales were off by 21 per cent in the third quarter and by 24 per cent for the year.

MF 2nd Period Sales Down, But Losses Reduced

Massey-Ferguson Ltd. had a net loss of $11.3 million in the second quarter, ended July 31, compared with a net loss of $87 million in the same three months of 1982. Sales for the quarter were $401 million, down 23 per cent from $518 million a year earlier.

For the six months, there was a net loss of $29.2 million; a year earlier, the loss was $112.7 million. Net sales declined from $1.076 billion to $804.4 million.

North American sales in the first half were down only 1.6 per cent to $257 million, but Latin American volume fell sharply—from $169 million in 1982 to $21 million. In the second quarter, North American sales were ahead of a year earlier—from $114 million to $140 million. The increase was attributed to special marketing programs.

Victor Rice, MF chairman and chief executive officer: "We still cannot predict with confidence when recovery will begin."

Canadian Retail Sales Show Mixed Trends

Canadian retail sales through August showed declines in some product categories, strength in others.

Tractor sales (over 40 hp) were off 20 per cent in August, off 13 per cent for the first eight months to 9,180 units. Worst hit this year: four-wheelers, off 34 per cent at 1,284. Least hit: over-100-hp two-wheelers, off 6 per cent at 3,284.

Conversely, self-propelled combine sales show strength. August's unit volume, 547, was up 46 per cent; for the year, sales of 1,301 were up 13 per cent. Pull-type combine sales were about even with 1982—691 vs. 705. Large balers: up 8 per cent at 1,719. Small balers: off 1 per cent at 1,595.

Briefly...

Britain's farm tractor registrations are up through the first five months of 1983—from 11,767 units to 13,016, according to BAGMA, Britain's dealer organization.

French farm equipment manufacturers (SYGMA) report tractor sales in the first half of 1983 are down 7 per cent at 19,435 units. Domestic sales were off 8 per cent at 10,088 units; exports fell 6 per cent to 9,347. Combine sales were up 7 per cent at 1,124.

The Farm & Industrial Equipment Institute confesses that it struck out in its attempts to book three socko attractions for its Oct. 22-25 convention—astronaut Sally Ride, Secretary of State George Shultz and noted auto salesman Lee Iacocca. Instead, FIEI will bring to Lake Buena Vista, Fla., ABC-TV's Ted Koppel, CBS-TV's Andy Rooney and Wall Street's Gary Shilling.

New location for the Farm Equipment Mfrs. Assn. is 243 N. Lindbergh Blvd., St. Louis, Mo. 63141, telephone 314/991-0702.

Editor's Notebook
(continued)

Yorkshire IH dealer. (I met him once and sized him up as nobody to fool with. I was right.) Calvert had demonstrated an IH tractor to a customer, who said he would buy it. Nothing was signed, but they shook hands on the deal. Later, Calvert told AMJ, the farmer contacted him and said to forget it, he had a better offer from another IH dealer.

For most dealers, that's that. But George Calvert, against advice about good customer relations, took the farmer to court—*and won!*

Second was a piece of commentary by Michael Rose, AMJ's editor. He was taking a look at the condition of those tractor companies in Britain who are in trouble—that is, all of them.

"But what are these people doing to resolve their problems? Precious little, as I see it. All they do is complain about each other's marketing strategy and then match or offer even greater discounts to get the metal moving.... The multi-national companies are often accused of being trans-national pirates with power greater than governments. At least governments, faced with this problem, would get around the conference table and discuss their problems. Is it such a revolutionary proposition that the tractor suppliers in this country might care to do just that?....Action is needed to make secure both the long term stability of tractor makers and the profitability of their dealers. This journal is willing to provide the venue for a round table discussion...."

I am a total dummy about what British law says concerning competing manufacturers sitting down together to find ways to stop undercutting each other on price. But I do know that if such a joining of hands were tried over here, and it was discovered, the participating manufacturers would soon be joining hands in the Federal prison exercise yard. It might be possible for Mike Rose and AMJ to offer a place for such a meeting in the U.K. Over here, the best I&T could do would be to promise to send those industry leaders a carton of cigarettes a month, or perhaps a batch of fudge, should they be nabbed by the Anti-Trust Div. of the Justice Dept.

And so, whatever may be possible in the U.K. under British law, producers in the U.S. are destined to lock horns in competitive battle, like bull elks in mating season, until the herd is thinned out. Don't ask me if it's what's best for the economy, the society, companies, workers, dealers, customers, investors and retirees. It's just the way it is.

As for you, George Calvert, several thousand North American dealers are going to toast you when they read of your victory. Many of them have been punched around unmercifully on deals by certain farmers throughout their careers, but I doubt that any will try to emulate your stout-hearted action. Law or no law, no American dealer wants to go into a county court and try to convince a farmer-laced jury that it's wrong for a customer to break his word to a merchant.

Thus, the two ideas, worthy in principle as they may be, probably won't be attempted on this side of the ocean. Manufacturers and dealers must save their legal expense reserves for the primary battles—against each other.

I&T SINCE 1886

AUCTION PRICES OF USED EQUIPMENT

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.

ENLOW AUCTION CO.
Tulsa, Oklahoma
Sept. 10, 1983

ALLIS-CHALMERS TRACTORS

D-14, 1958 (Good)	1250
D-17 diesel, 1960 (Good)	1450

FERGUSON TRACTORS

30, 1950 (Good)	1350
30, 1951 (Fair)	1100

CASE TRACTOR

870 diesel, 1972 (Good)	4650

FORD TRACTORS

9N, 1942 (Fair)	750
9N, 1942 (Fair)	700
9N, 1943 (Good)	1000
9N, 1944 (Fair)	790*
9N, 1944 (Fair)	675
9N, 1945 (Fair)	700
9N, 1945 (Good)	1250
9N, 1946 (Good)	1350
9N, 1947 (Good)	1150*
9N, 1947 (Good)	1275
9N, 1947 (Good)	1325
8N, 1948 (Good)	1500
8N, 1948 (Fair)	950*
8N, 1948 (Fair)	1200*
8N, 1949 (Good)	1425
8N, 1949 (Good)	1650
8N, 1950 (Good)	1375
8N, 1950 (Fair)	1100
8N, 1951 (Good)	1500
8N, 1951 (Rough)	750
8N, 1952 (Fair)	1150
8N, 1952 (Good)	1400*
8N, 1952 (Rough)	850
8N, 1952 (Good)	1500
NAA, 1953 (Good)	1875
NAA, 1953 (Fair)	1610*
NAA, 1954 (Good)	2125
601, 1957 (Good)	2050
671, 1958 (Good)	2300
800, 1955 (Fair)	1650*
800 diesel, 1956 (Good)	1950
850, 1956 (Good)	1900
850, 1956 (Good)	2100*
850, 1956 (Fair)	1400*
801, 1958 (Fair)	1500
960, 1959 (Good)	2125*
2000, ldr., 1969 (Good)	3850*
3000 LP, 1967 (Fair)	2100
3500, 1968 (Good)	2800*
4400, backhoe, 1969 (Good)	4100
5000 diesel, Select-O-Speed, 1965 (Fair)	2500*
5000 diesel, ldr., 1968 (Good)	5150

INTERNATIONAL HARVESTER TRACTORS

W-450, 1957 (Good)	475*
Cub, 1958 (Good)	1450
154, 1968, (Fair)	1260
154, 1970 (Good)	1800
354, 1972 (Fair)	1325
464, 1975 (Good)	3200*
2424, 1965 (Good)	2900
544, 1971 (Good)	4250
574 diesel, ldr., 1976 (Good)	5250
1066 diesel, 1973 (Good)	4350*
1256 diesel, 1968 (Good)	5010*

JOHN DEERE TRACTORS

70, 1954 (Good)	1350
430, 1959 (Good)	1150
1020 diesel, 1973 (Good)	4000
1520 diesel, 1970 (Good)	3850*
2010 diesel, ldr., 1961 (Good)	3125
2510 diesel, 1968 (Good)	4625
3010 diesel, 1963 (Good)	4200
4020 LP, 1965 (Fair)	3550*
5020 diesel, 1964 (Fair)	3950

MASSEY-FERGUSON TRACTORS

35, 1961 (Good)	2000
50, 1958 (Fair)	1800
50 LP, 1960 (Good)	2250*
50 diesel, 1962 (Good)	2750*
50, 1963 (Rough)	1570*
50, 1963 (Good)	2550
65 LP, 1960 (Good)	1890*
65, 1962 (Fair)	1650*
65 diesel, ldr., 1962 (Good)	3250
65 LP, 1963 (Good)	1850
65, 1963 (Good)	2900
135, 1965 (Fair)	2600
135 diesel, 1972 (Good)	3750*
165 diesel, 1966 (Fair)	2950
165, 1968 (Good)	3300
165 diesel, 1971 (Good)	4100*
165 diesel, 1972 (Good)	4400
180 diesel, 1967 (Good)	3300
40 diesel, 1975 (Good)	5525
240 diesel, 1983 (New)	8350
240 diesel, 1983 (New)	8350
245 diesel, 1983 (New)	9100*
245 diesel, 1983 (New)	9350
255 diesel, 1975 (Good)	5850*
255 diesel, 1976 (Good)	6300
275 diesel, 1976 (Good)	7100
275 diesel, 1979 (Good)	7200*

OLIVER TRACTORS

550, 1964 (Good)	1350
550 diesel, 1970 (Good)	1850
1250 diesel, 1968 (Fair)	1750*

MINNEAPOLIS-MOLINE TRACTORS

U-B, 1954 (Fair)	350*
M-670 diesel, 1969 (Good)	3750
G-900 diesel, 1967 (Good)	3250*
G-1000 diesel, 1968 (Fair)	4100*

YODER & FREY, INC.
Archbold, Ohio
August 9, 1983

INTERNATIONAL HARVESTER TRACTORS

A, 1945 (Good)	800*
154 Lo-Boy, mo., (Fair)	2000
C, 1950 (Fair)	800
Sup. C, 1952 (Fair)	760
H, 1945 (Fair)	550*

(Continued on page 24)

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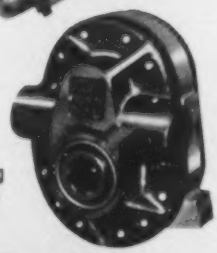
Prince Manufacturing has devoted the many years of our hydraulic cylinder production to continual improvement of our product — always responding to the varied requirements of our customers. Continual improvement is engineered into our vast selection of standard or specification production tie rod, welded, telescopic and king size cylinders. The acceptance of our cylinders, by you the consumer has been most gratifying.



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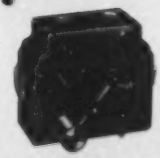

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Sioux City, Iowa 51102
Phone (712) 277-4061

O-RING PORTS

STOP THE DROP

Write In (12) on Reply Card

Auctions *(Continued from page 4)*

H, 1946 (Good) 700*
H, 1943 (Rough) 570
M, ... 470
M, 1950 (Fair) 750*
300, 1956 (Rough) 860
460, 1962 (Fair) 1050*
560 diesel, 1960 (Fair) 2000*
574, 1972 (Rough) 3700
706, 1966 (Fair) 2950
706, 1966 (Good) 3150*
706, 1965 (Fair) 2400
706, 1965 (Fair) 2400
806, 1966 (Rough) 2000*
806 diesel, 1965 (Rough) 3225
806 diesel, 1966 (Fair) 4300*
826 diesel, 1970 (Fair) 5500*
856 diesel, 1966 (Fair) 5300*
1066 diesel, 1974 (Fair) 6100
1086 diesel, 1979 (Good) 12,500*
1256 diesel, 1970 (Fair) 6000
1466 diesel, 1975 (Good) 8000*
1486 diesel, 1980 (Excellent) 14,500*
1568 diesel, 1975 (Good) 8750*
4166 diesel, 1972 (Fair) 11,000*

OLIVER TRACTORS

77, ... 450
770 diesel, 1959 (Rough) 850
1800 diesel, 1961 (Rough) 1550*
1855 diesel, (Good) 4100*

WHITE TRACTORS

2-150 diesel, 1977 (Fair) 5500*
2-150 diesel, 1976 (Fair) 9300

STEIGER TRACTOR

Panther III diesel, 1981 (Good) ... 32,500

JOHN DEERE TRACTORS

G, 1951 (Fair) 580
LA, mo., plow, 1948 (Fair) 800*
60, 1954 (Fair) 1200*
60, 1953 (Rough) 510
70, diesel, 1958 (Rough) 1700
70, 1954 (Rough) 550*
420, cult., ... 1750
420, 1957 (Rough) 1450*
430, 1958 (Rough) 1125
1010 diesel, 1963 (Fair) 1550
2010 diesel, 1962 (Fair) 2400*
2010, 1963 (Rough) 2250*
2020, (Fair) 4025
3020 diesel, 1968 (Good) 4700*
3020 diesel, 1969 (Good) 5500*
3020, 1967 (Fair) 2900
4010, 1963 (Rough) 3100*
4010 diesel, 1964 (Fair) 3100*
4010, 1962 (Fair) 2500*
4020 diesel, 1966 (Rough) 4150*
4020 diesel, 1967 (Fair) 4500*
4020 diesel, 1967 (Excellent) 6800*
4020 diesel, 1966 (Rough) 4700*
4020 diesel, 1967 (Fair) 5600*
4020 diesel, 1968 (Good) 6850*
4020 diesel, 1969 (Fair) 5600*
4020 diesel, 1965 (Rough) 3800*
4440 diesel, 1980 (Excellent) 15,500*
4440 diesel, 1979 (Fair) 13,000*
4620 diesel, 1971 (Good) 8750*
4630 diesel, 1973 (Excellent) 13,000*
7520 diesel, 1974 (Fair) 11,000*
8640 diesel, 1977 (Good) 18,000*

FERGUSON & MASSEY FERGUSON TRACTORS

TD-20, ... 525
65, 1957 (Fair) 1200*
65, ldr., 1960 (Fair) 3000*
100 diesel, 1969 (Rough) 3500*
165, 1970 (Fair) 3050*
165, 1969 (Fair) 2800
165, 1972 (Good) 3500*
1100 diesel, 1967 (Rough) 2800*

DAVID BROWN TRACTORS

1200 diesel, (Rough) 4500
1210 diesel, (Good) 3925

FORD TRACTORS

9N, ... 700
801, 1956 (Fair) 1700
901, 1957 (Fair) 950
850, 1955 (Good) 2350
850, 1957 (Fair) 2550*
2000, ... 1175
3000, ldr., 1969 (Rough) 2600
4000 diesel, 1970 (Rough) 3000*
4000, 1973 (Good) 3300*
4000 diesel, 1971 (Good) 3500*
4000, ldr., ... 1950
5000 diesel, 1970 (Rough) 3200*
5000 diesel, 1969 (Rough) 4500
6000 diesel, 1963 (Rough) 1100*
9600 diesel, 1974 (Fair) 7600*
9600 diesel, (New) 8800*

ALLIS-CHALMERS TRACTORS

WD, 1946 (Fair) 525*
WD, 1947 (Rough) 575
D-15, 1967 (Good) 2500*
D-21 diesel, 1967 (Fair) 3700*
229 diesel, 1974 (Fair) 4700*
7000 diesel, 1974 (Good) 7700*
7040 diesel, 1974 (Good) 9000*

MINNEAPOLIS-MOLINE TRACTORS

Jet Star 3, ... 125
M-670, 1967 (Fair) 1325
M-670, 1967 (Fair) 2400*
G-705 diesel, 1967 (Rough) 1400*
G-707 diesel, (Rough) 1700*
UB, 1950 (Fair) 1000*

CASE TRACTORS

500, 1956 (Rough) 1000*
600 diesel, 1957 (Fair) 1150*
730, 1965 (Rough) 1575
830 diesel, 1965 (Good) 1675
870, 1977 (Fair) 4775
1030 diesel, 1968 (Fair) 3400
1370 diesel, 1972 (Fair) 9000*

JONES FARM EQUIPMENT CO.
Dothan, Alabama
August 9, 1983

DAVID BROWN TRACTORS

1210 diesel, 1974 (Good) 2400*
880 diesel, 1967 (Fair) 1025

MASSEY-FERGUSON TRACTORS

1155 diesel, cab, duals, 1975 (Good) 5500
1155 diesel, 1974 (Fair) 3600*
1085 diesel, 1974 (Fair) 4100*
1080 diesel, 1972 (Rough) 2800
285 diesel, 1978 (Good) 5900
285 diesel, 1978 (Fair) 4900
275 diesel, 1976 (Good) 6500*
178 diesel, (Good) 4100*
175 diesel, 1970 (Good) 3600*
165 diesel, 1972 (Good) 3300
165 diesel, 1968 (Excellent) 4400
165 diesel, 1967 (Good) 3500*
165 diesel, 1966 (Good) 3600*
165 diesel, 1966 (Fair) 2700*
150 diesel, 1967 (Excellent) 3800
2135 diesel, 1966 (Rough) 2100*
135 diesel, 1973 (Good) 3500
135 diesel, 1973 (Excellent) 3950
135 diesel, 1967 (Good) 3500
135 diesel, 1966 (Rough) 1700*
135 diesel, 1966 (Good) 3425
130 diesel, 1968 (Fair) 1750
65 diesel, 1963 (Good) 2100*
65 diesel, 1962 (Good) 1600

(More...)

"I thought a computer might save my dealership money. But this one makes us money."

Jim Hale, North Washington Implement Co. Lynden, WA

"The fact is, I'm getting more out of my DIS computer package than I expected. Of course it saves us money by reducing paperwork. But it also has helped me improve cash flow.

"I collected 24% of my receivables within the first week. Our old system wouldn't even have produced an aging report in that time.

"Then there's the Whole Goods Inventory Control program—the real highlight of this system. It tracks all costs from acquisition to disposition, and provides the real profit margin picture, even for trade-in washouts.

"The people at DIS who designed these systems have been in the business themselves. And it shows."

Ann Hughes

DIS Computer Packages: utilize IBM computers in conjunction with programs developed by DIS specifically for dealerships. Currently available: Payroll, Receivables, Payables, General Ledger, Counter Invoicing, Service Management, Marketing, Parts Inventory and Whole Goods Tracking. Complete training materials provided.

TALK TO US

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1221 Fraser Bellingham, WA 98226 (206) 733-7610

DIS

INFORMATION MANAGEMENT SYSTEMS

Write in (14) on Reply Card

Auctions
(continued)

90 diesel, 1959 (Good)	1850
35, 1961 (Excellent)	2300
35, 1959 (Good)	1600
35, 1959 (Good)	1900*
TO20, 1948 (Rough)	450
FORD-FERGUSON TRACTORS	
9N, 1946 (Good)	875
9N, 1946 (Good)	950*
9N, 1946 (Excellent)	1300
FORD TRACTORS	
8000 diesel, 1970 (Good)	3650*
8000 diesel, 1970 (Good)	4000
7000 diesel, 1973 (Good)	5400*
6000 diesel, 1963 (Good)	1250
5000 diesel, 1972 (Excellent)	5350
5000 diesel, 1968 (Fair)	3600
5000 diesel, 1968 (Good)	4600*
5000 diesel, 1968 (Good)	4600*
5000 diesel, 1966 (Fair)	3600
4400 diesel, Select-O-Speed, 1966 (Rough)	1150
4000 diesel, 1968 (Good)	3250
4000 diesel, 1968 (Good)	3600
4000 diesel, 1966 (Rough)	2000
4000 diesel, 1966 (Fair)	3000*
4000 diesel, Ind. 1966 (Fair)	1900
3000 diesel, 1968 (Good)	3100*
2000, 1964 (Rough)	1000*
850, 1958 (Rough)	850
941, corn picker, 1958 (Fair)	1300*
641, 1958 (Good)	1750
231 diesel, (Good)	2900
Sup. diesel, 1962 (Good)	1500
Sup. diesel, 1962 (Good)	1700*
NAA, 1954 (Fair)	1275
8N, 1952 (Good)	1550
8N, 1950 (Excellent)	1700
8N, 1948 (Good)	1225*
INTERNATIONAL HARVESTER TRACTORS	
1256 diesel, 1968 (Rough)	3600*
1066 diesel, cab, duals, 1977 (Excellent)	10,000
1066 diesel, 1971 (Fair)	5100*
1066 diesel, duals, 1971 (Rough)	4750
996 diesel, 1976 (Good)	7500
656 diesel, 1968 (Fair)	3250*
574 diesel, 1973 (Good)	4100*
574 diesel, 1973 (Fair)	2850
574 diesel, 1973 (Fair)	3350
504 diesel, 1964 (Excellent)	2600*
504 diesel, 1962 (Rough)	1100*
464 diesel, 1974 (Good)	3500*
354 diesel, 1974 (Fair)	2700*
354 diesel, 1974 (Rough)	1550
350, 1956 (Fair)	525
300, 1955 (Good)	1250
Sup. A, mo., 1948 (Fair)	1050
Cub, cult., pit., plow, mo., 1948 (Good)	1400
Cub, mo., 1948 (Good)	1150
JOHN DEERE TRACTORS	
5020 diesel, duals, 1968 (Fair)	3900*
5010 diesel, 1964 (Fair)	2700
4630 diesel, cab, duals, 1976 (Excellent)	9900
4440 diesel, cab, duals, 1976 (Excellent)	14,800
4030 diesel, 1974 (Fair)	6000
4020 diesel, 1971 (Good)	6200*
3020 diesel, 1970 (Good)	5200
2440 diesel, 1978 (Good)	4500*
2040 diesel, 1979 (Excellent)	5200*
2030 diesel, 1974 (Good)	4500
2010 diesel, 1963 (Excellent)	2125
LA, plow., 1944 (Good)	450
LONG TRACTOR	
384 diesel, (Good)	2050
LELAND TRACTOR	
270 diesel, (Excellent)	2600
OLIVER TRACTORS	
2-105 diesel, 1975 (Good)	5550
1650 diesel, 1968 (Rough)	2175
1450 diesel, 1967 (Fair)	1425
550 diesel, 1958 (Rough)	750*

NOTES:
Prices reported are for individual sales at wholesale on an "as is," "cash and carry" basis. Prices reported are **not** averages.

Condition Classifications:
EXCELLENT: Engine in perfect condition, 400 to 600 hours of use. Rubber—80% tread remaining, no breaks or cracks. Paint—original and bright. General appearance: excellent.

GOOD: Engine in good running condition. Rubber—70% tread remaining, no breaks or cracks. Paint—original or a good repaint job. General appearance: good over-all.

FAIR: Engine possibly in need of a minor overhaul. Rubber—60% tread remaining, some cracking evident in sidewalls. Paint—only fair, weathered and some rust apparent. General appearance: worn, some dents, minor parts (gage covers, etc.) missing or broken.

ROUGH: Engine obviously in need of a major overhaul. Rubber—smooth. Paint—scarred, weathered, rusty. General appearance: dents, ruptures, broken parts, loose wires, components (such as lights) broken, missing or inoperative.

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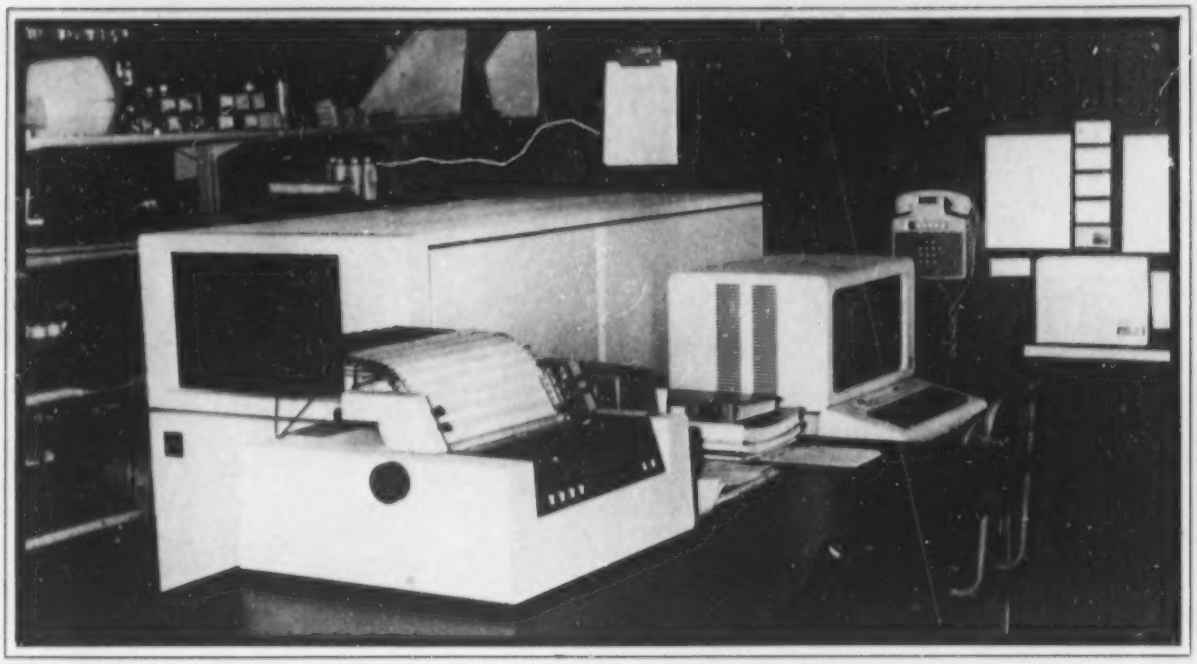

Bytes and Pieces

Computers are a natural for controlling parts inventory, but finding a system to satisfy the dealer and his main suppliers poses some knotty problems. **By Scott R. Nesbitt**

■THE GOOD news is that dealers have a lot of choices when looking for a computer to control parts inventory.

The bad news is that the choice may involve some politics and problems that go beyond the not-so-simple task of choosing the machine to fit the particular dealership.

Last month, I&T listed 20 vendors of in-house computer systems, and number 21 joined the pack this month. We also found another handful of vendors who, for their own reasons, didn't respond to a data sheet sent to them.

To make this series more useful, this article aims at providing some perspective on how a dealer can best wade through all the words he'll face when getting ready for computerized inventory control.

What's In This Series On In-House Computers?

I – Who Offers What?

II – Controlling Inventory

III – Management and Sales

Info ins and outs

Computers are complex machines with a simple mission: record information, then retrieve it in a manner dictated by program commands. "Software" is the umbrella label for pre-written programs that set up categories for storing and retrieving information.

Almost all systems in our round-up handle the basics needed for in-house inventory control, providing spaces for storing part number, description, shelf quantity, source, cost, price, minimum shelf quantity and sales history. Some systems provide extra spaces for user-defined memos, like cross-references.

The basic retrieval functions are also found in all the packages, covering reports like current stock value, slow-moving parts, and restocking orders. Most will keep track of back orders and special orders.

These systems have, as standard or optional, a remote terminal and printer that can go on the parts counter for looking up parts, printing invoices, checking customer credit, and automatically adjusting the inventory count and the accounts receivable ledger.

Most vendors will call their package of hardware and software a "turnkey" system, implying the dealer just has to fire it up and drive away, with no modifications needed.

But it's obvious each "turnkey" designer had a different door in mind.

Extra goodies

Beyond the basics, the various systems offer a bewildering array of

(More...)

The Case For Control

Why control parts inventory as tightly as possible?

Check out these figures, showing that parts with no sales in 12 months or more accounted for half of parts stock.

The numbers come from a September, 1982, NFPEDA survey that analyzed the inventory of 230 ag and industrial dealers who used the association's computerized parts pad service. The figures are averages.

Note that non-returnable parts were about a fifth of the total stock, but this category includes belts, hoses, seals and gaskets that may be fast movers but are not returnable.

	Pieces	Part Numbers	Today's Cost	Per cent of Cost
Stock parts	28,890	6,448	$206,479	.....
Stock sales (one month)	780	378	8,682	4.2
Stock receipts	886	218	5,550	2.7
Emergency receipts	25	21	549	0.3
Non-returnable parts	6,266	1,372	40,813	19.8
Parts that have not moved				
12 through 24 months	4,187	1,136	38,269	18.5
over 24 months	8,267	2,690	67,933	32.9

Inventory Computers *(continued)*

pre-programmed reports: out of stock, excess stock, negative quantity, inactive items, descending dollar sales, product locater, FIFO and LIFO calculations, lost sales, type of part by calendar month, warranty usage, sales per employee, sales per customer, sales per bin, cross reference between competing suppliers, and on and on.

Some vendors escalate the battle of reports by including a "report writer" that lets a dealer create customized reports without learning high-level computer programming.

Finding the right computer system requires sorting through the various software offerings to find the one system that best meets specific needs. One sensible, systematic approach involves making three lists that concentrate on the software and reports.

List One includes reports you must have. List Two includes reports you'd like to have. And List Three includes those reports you absolutely won't need and refuse to pay for.

Devote some serious effort to preparing these lists. Software is expensive, and there's no sense buying built-in programs you won't use, and even less sense buying a system that has to be modified (for a fee) to get reports you must have.

Lots of help

Typically, a dealer will read a brochure, think a bit, ask some questions, then read some more brochures and run through the thinking-asking cycle several times before getting comfortable enough with computers to make a decision.

There's plenty of help available from dealer associations, major tractor companies, computer vendors, and other dealers. Problem is, most of these people will also be trying to sell you a computer, and that's where the politics enter the picture.

Although some dealers have been using computers in-house for years, it wasn't until this month that all the "big seven" tractor manufacturers finally endorsed in-house systems for their dealers.

Here are the linkups:

ADP with **Allis-Chalmers** and **International Harvester.**

ADS with **John Deere.**

DIS with **J I Case, Ford, Massey-Ferguson** and **White.**

While details of these endorsements vary (you expected a uniform industry policy?) there are some basic provisions.

The computer company will give dealers electronically-readable tapes or disks to feed in-house computers with updated parts price lists, superceded part numbers, and other information.

When the companies start up their planned *dealer communication networks,* they will be built around the endorsed computer.

The endorsed system may be sold to the dealer at a discount, often with factory financing help.

Dealer's choice

Does this mean the dealers should stop considering anything but an endorsed system? Don't count on it.

What about the dealer who handles several tractor lines, who might have a choice of two or three endorsed systems?

What about the dealer who leads his regional dealer association, and advocates the association's computer?

What about the prosperous dealer who got his own computer years ago, and the dealer who sells his system to other dealers? Will factories try to punish the pioneers by making them switch?

And how about the dealers who are just plain ornery, or cagey, or have read George Orwell's *1984*? Maybe they don't want a factory computer snooping inside their in-house machine. Far fetched, perhaps, but one tractor company

(Continued on page 28)

Another Vendor Heard From

The newest provider of in-house systems usable by dealerships is **ITT Commercial Finance Corp.,** 8251 Maryland Ave., St. Louis, Mo. 63105. Hardware: Apple III computer; printer 120 cps or any compatible unit; storage 5 Mb to 60 Mb; 1 user expandable to 64 in network.

Software: Great Plains Software's Hardisk Accounting series, includes general ledger, profit-loss statements, parts inventory, sale-profit reports, wholegoods inventory, sales commissions, trade-in tracking, payroll, accounts receivable and payable, service department accounting and scheduling. Word processing and other software available. Standard service part number length, 15 characters.

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16-20 November 1983
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Write in (16) on Reply Card

Inventory Computers *(Continued from page 10)*

says its planned communication network will "treat parts inventory as one entity, whether the actual part needed is on a dealer's shelves, in the depot, or at the factory."

Language barriers

Most factory computer planners acknowledge that their endorsed systems are a relatively standardized package, and won't necessarily match the needs of every dealer. That means some dealers may be better served by a non-endorsed system.

The potential diversity of computer brands within one tractor line's dealer network raises some problems, because computers don't all speak the same language. A factory price update might be sent to dealers on a floppy disk prepared for computer Brand X, but the dealer with computer Brand Y may find his machine can't read the disk.

The tractor makers are still formulating policies on this language issue, but the general feeling runs like this: "We have our contracts with the dealers, and we'll supply information to them, not to some outside computer vendor. It's up to the dealer to get the thing translated, if he needs to."

What lies ahead

Next month our series will cover management and sales tools offered in the various systems, with a look at what the systems sell for. I&T

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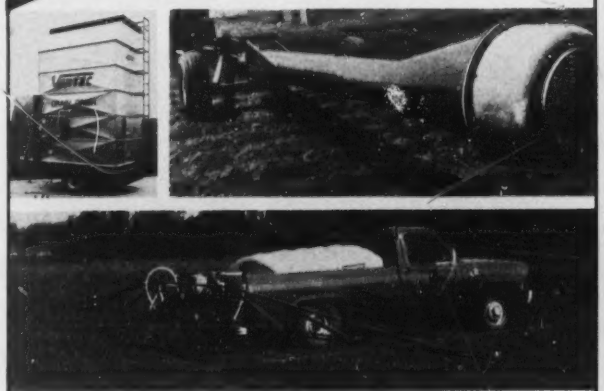
for The Vertec Line



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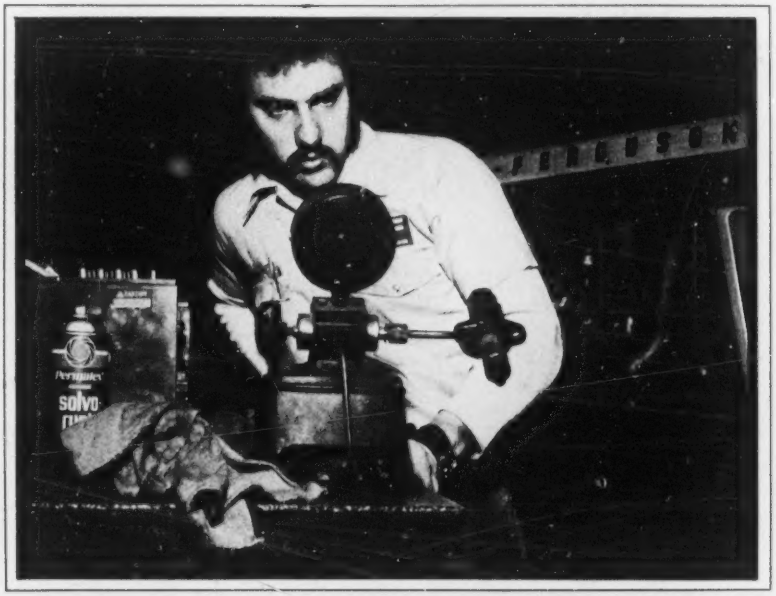
Write in (17) on Reply Card

Comparing your shop's performance

By Richard A. Edwards
Agribusiness Economist, Texas Ag Extension Service



■IF YOU are concerned about your service department's profitability trend (negative for most dealers), you should investigate these areas: hours of operation, shop rates, and productivity.

With improvements made in the Cost of Doing Business study of the National Farm & Power Equipment Dealers Assn., it's now possible for dealers to compare their shops with others of a similar size. If differences appear among various size categories, perhaps reasons can be identified and steps taken for improvement.

Table I shows data on four different-size operations for 1981 and 1982. One of the trends to be noted is that the higher-volume shops have a much higher billing efficiency (which is the actual income per hour divided by the shop rate) than shops of the lower volume dealerships. The big-dealership shops also have higher shop labor rates.

And Table II shows us that the "high-profit" dealerships usually have a *poorer* performance with regard to billing efficiency than average dealerships in their volume category.

Volume/efficiency

Why should the shops of larger

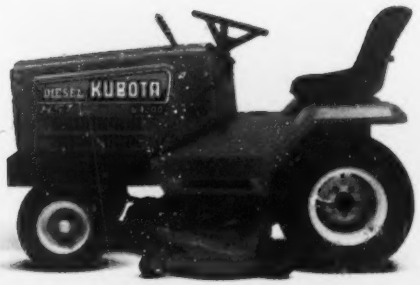
(More...)

Table I: Shop Performance and Dealership Volume

Dealership Volume, All Sales	Weekly Labor Sales per Serviceman		Weekly Hours of Shop Operation		Customer Shop Rates		Billing Efficiency		Top Mechanic Wages		Number of Servicemen	
	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982
Less than $1 million	$386	$385	43.9	44.0	$17.95	$18.53	48.9%	47.2%	$6.66	$6.65	2.36	2.58
$1-2 million	439	484	45.7	45.4	18.59	19.67	51.6	54.3	7.18	7.25	4.25	4.50
$2-3 million	529	555	46.1	46.4	20.53	20.73	56.8	57.7	7.72	7.67	6.07	6.08
$3+ million	641	662	46.6	46.4	21.66	22.67	63.5	63.0	8.35	8.74	9.32	9.55

Source: Cost of Doing Business Study, 1981, 1982, by National Farm & Power Equipment Dealers Assn., 10877 Watson Rd., St. Louis, MO 63127.

G4200H, 12 hp diesel engine.



AND EVERYTHING IN-BETWEEN.

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And we don't just put our name on a tractor; we build the tractor from the ground up.

Shop Performance.

(continued)

dealerships be more efficient than smaller ones? The raw data provided in the Cost of Doing Business study must be equalized to address this issue. The study has always provided shop sales per serviceman, but to compare these values, one must equate the hours of operation and the shop rate, which determine the labor sales volume.

The study since 1981 provides both of these bits of information, and with this data the sales can be measured in dollars generated per operational hour. This value, in turn, can be compared to the shop rate to determine the shop's billing efficiency. Table I clearly indicates that in each of the past two years, the higher the volume, the more productive in terms of billing out the work.

Why is this? The hours worked and hourly rates have been normalized, so we must look to other explanations. Several come to mind. Larger shops can often justify the purchase of specialized equipment. Larger shops can also assign the mechanics into specialized areas where they are more proficient. Higher volume usually dictates a non-working supervisor who undertakes several tasks, non-revenue producing, which are now handled by mechanics. (Under the CODBS

Table II: Billing Efficiency – a High-Profit Flaw

	Less than $1 Million		$1-2 Million		$2-3 Million		Over $3 Million	
	Average	High-Profit	Average	High-Profit	Average	High-Profit	Average	High-Profit
1981	48.9%	47.9%	51.6%	47.8%	56.8%	61.4%	63.5%	59.4%
1982	47.2%	42.2%	54.3%	46.2%	57.7%	55.6%	63.0%	63.3%

Source: Cost of Doing Business Study, 1981, 1982, by National Farm & Power Equipment Dealers Assn., 10877 Watson Rd., St. Louis, MO 63127.

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only the working mechanic's time is used in the calculations.) A larger backlog of jobs is more probable with larger volume dealers. This insures a continual work flow, and scheduling is much easier.

Thus, one can conclude that the economy of size works in favor of the larger shops. Efficiencies in use of personnel, specialized equipment, and managerial functions favor higher volume dealers. The data certainly supports this conclusion.

Rate differences

Customer labor rates for 1982 ranged from $18.53 to $22.67 from low to high sales-volume dealers. The same trend was evident in the 1981 data. The higher volume dealers also increased their rates more from the previous year than did the other categories.

The high-volume dealers certainly pay higher wages, and this explains some of the difference. Another rationalization is that higher volume dealers have a larger overhead burden and need the higher rate. Arguments relating to location and competition and their effect on shop rates are also given as reasons for different rate structures. These all have merit, but consider this:

Perhaps the large-volume dealers have a better system of cost allocation and recognize the need for higher rates. This is mentioned with some hesitation because of losses that most shops incur. Rates should be about 30 to 40 per cent greater than they actually are.

Regardless of the cause, low-volume dealers should not be reluctant to charge the same rates as their larger counterparts.

High profit dealers

In general, the group that the CODBS identifies as high-profit dealers are so called because the dealerships' overall percentage of net profit to sales is in the top 25 per cent of each sales volume group. Using the same analysis techniques on this category of dealers, the data suggest that these dealers, on the average, have poorer performing shop operations (Table II).

Causes for this can be only speculated upon. The first to come to mind is that management's efforts have been concentrated in areas other than the shop. The relatively poor shop performance of high-profit dealers serves to indicate that shop operations need continual monitoring. Attention only to sales functions can and will lead to increased profit leakage from the shop.

Do it yourself

To compare your shop with the CODBS, you need the following information:

- Annual shop sales
- Number of servicemen
- Weekly number of hours the shop is open
- Your customer shop rate.

First, divide the annual shop sales by the number of servicemen. Then, divide this value by 52 weeks. This gives you the average sales per week for each serviceman. The weekly sales is then divided by the hours your shop is open each week. The result is the average hourly income. Billing efficiency is found by dividing the hourly income by the customer shop rate.

Now your billing efficiency can be compared with those of the same size dealers in Table I.

Do Shortliners See It the Same as Dealers?

Percentage of dealers / Percentage of shortliners	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Shortliner (or distributor) usually has adequate service backup, including training.	2 / 3	61 / 50	7 / 4	29 / 38	1 / 4
Shortline products' appearance often deteriorates too fast, makes selling harder.	12 / 10	38 / 40	17 / 15	31 / 32	2 / 3
Shortline products generally produce attractive margin of profit.	22 / 4	67 / 48	5 / 9	6 / 34	0 / 4
Distributor sales reps usually know the products in their catalog sufficiently.	1 / 5	16 / 68	10 / 6	61 / 18	12 / 3
Shortline products generally priced lower than competing longline products.	18 / 10	62 / 57	13 / 12	6 / 19	0 / 1
Major manufacturer generally has more attractive finance package than shortliners.	33 / 39	56 / 52	8 / 4	3 / 4	0 / 1
Shortline suppliers generally give the dealer more territory on a line than majors do.	9 / 4	53 / 26	24 / 14	13 / 45	0 / 10
Shortline product parts service generally equals or is better than that of major.	12 / 1	42 / 22	17 / 15	28 / 48	1 / 13

Sometimes yes, sometimes no. Two years ago, we asked dealers if they agreed or disagreed with 19 statements we put forth about shortliners and their products. This year, we selected eight of those statements and put them to shortliners. What you see here in each of the boxes is how the shortliners and the dealers replied, in percentage figures.

Service adequacy: Dealers' view of shortliner service backup wasn't as favorable as the shortliners' view, but it was still positive. Disagreement by 30 per cent of shortliners indicates that it's a matter of fairly serious concern.

Product appearance: The manufacturers are almost exactly in line with dealers on this one: they see the problem as real.

Attractive margins: A majority of dealers agreed, but not as overwhelmingly as did the shortliners.

Distributor's salesman: Sharp divergence. Most dealers think the distributor reps know their stuff, while shortliners are very negative. But elsewhere in the survey, shortliners agree that wholesalers and reps have an adequate knowledge of users' equipment practices and needs, and more agree than disagree that wholesalers and reps are frequently the source of good ideas for product improvements or new products.

Shortline prices: Dealers and shortliners are generally agreed that a price advantage exists for the shortliner's product compared with the major's.

Finance packages: Both groups agree that shortliners are at a disadvantage.

Retail territory: Dealers are less impressed by territory sizes than shortliners are. Is this divergence to be expected?

Parts service: A modest shortliner majority think their parts backup performance at least matches the majors. A stronger dealer majority think they don't.

One respondent suggested that what dealers thought about shortliners two years ago may have significantly changed. So next time we consider these subjects, we'll survey dealers and shortliners at the same time.

Shortline manufacturers surveyed: Their distribution The trends they see Their views compared with dealers' views

I&T study of North American members of FEMA reveals vast divergence of outlook. Will distributors and dealers resume inventory stocking? Will major manufacturers do more "house brand" marketing?

By Bill Fogarty

■"THIS questionnaire," the man wrote, "is generally poorly prepared. Vague, inappropriate questions."

Nevertheless, he and 121 other North American shortline manufacturers were kind enough to fill it out and send it back. Though not required, many signed their names.

The critic may have been at least partly right. I&T's staff had to do the survey in a hurry because another editorial project fell through and this was a late substitute. But some of those "vague,

(Continued on page 43)

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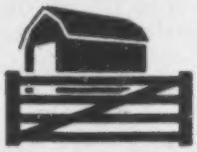

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Shortliner Survey

(Continued from page 18)

inappropriate" questions produced very clear, pertinent answers. Some were easy to quantify. Others were not, nor were they intended to be. Instead, I&T sought comments and opinions on several key issues that shortliners may be facing now or in the near future. We got what we were after, which were some fresh insights about the marketplace.

Here are some general impressions:

- Many shortliners are deeply concerned that distributors and dealers have cut back severely on stocking inventory. A few talk of going direct—not just direct to dealers but direct to farmers.
- Shortline manufacturers have made many changes in their approaches to distribution in the past three years, but in no single direction that was readily definable. Three of every four North American shortliners made some kind of change. They told us they were using less or more of their own people or wholesalers or manufacturers' reps or had juggled the combinations thereof.
- In considering independent wholesalers or reps to carry their lines, shortliners care most about the enterprise's reputation for strong marketing efforts, its reputation among dealers and its credit standing. The size of the business and its territory are far down on the list.
- A strong majority of shortliners don't want long-term contracts with wholesalers or reps that require either party to give extensive notice of termination.
- Though shortliners generally don't think wholesaler and rep sales personnel know the products they handle well enough, they credit them for knowing enough about farmers' needs and for being good idea sources on new products.

The survey was mailed out to 383 regular members of the Farm Equipment Manufacturers Assn. who have a North American base. Overseas FEMA members were not surveyed because of short response time available and because their distribution options are generally different.

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Shortliner Survey

(continued)

Distribution

I&T asked shortliners to indicate if they used wholesalers, manufacturers' reps, their own direct-to-dealer people, or combinations. Here's how it broke down:

Method	No.	Pct.
Wholesalers only	11	9
Reps only	1	1
Own people only	6	5
Wholesalers, reps	21	17
Wholesalers, own	28	23
Reps, own	11	9
Wholesalers, reps, own	44	36

And then we asked the shortliners to indicate whether they were using more, less or the same number of wholesalers, reps and their own people than they were using three years ago.

Only one in four—31 companies—indicated there had been no changes. All 11 (9 per cent) who use wholesalers only and all six (5 per cent) who use their own people exclusively had made no changes.

Beyond that, there was no firm definition in the moves the shortliners had made or were making. Just about every possible variant of change was indicated: More reps, same wholesalers, fewer of own people; or same reps, more wholesale, more own people, etc.

When we tallied "net mentions" in the more-less-same section we got this:

	More Use	Less Use	Same
Wholesalers	20	29	50
Reps	31	14	20
Own People	31	10	39

Asked to give reasons for their decisions to change, respondents provided thoroughly diverse answers. Failure of distributors to stock inventory, need to expand, financial problems of distributors, costs, margin squeezes, unavailability of distribution in certain areas, and product conflicts were all mentioned.

The numerical profile tends to indicate a moderate shift away from wholesalers and toward more use of reps and direct to dealer. But our acceptance of the numbers is reserved. For one thing, not one respondent indicated that any changes were a result of a wholesaler's or rep's decision to discontinue the manufacturer, a situation which takes place occasionally.

I&T has heard shortline manufacturers express general dissatisfaction with distributor performance for many years, but despite frequent shifts in manufacturers' approaches to distribution, the distributor segment of this business appears substantially stable.

The fact can't be argued, however, that strong feelings exist—at least among these respondents. There is no way of telling if the feelings are as strong among non-respondents.

Desirable traits

We asked the shortliners to rank various characteristics of wholesalers and manufacturers' reps in order of importance. We set up the characteristics, but we left room for additional write-ins. Here's how they ranked them:

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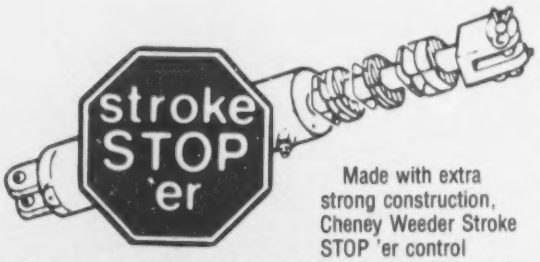

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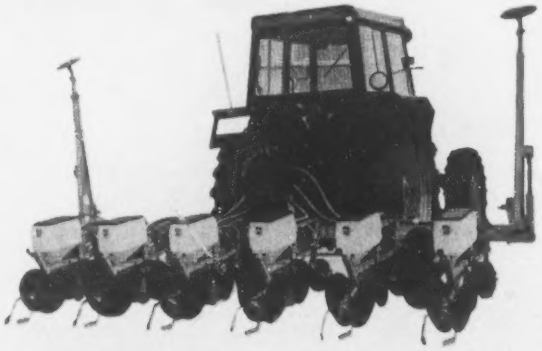

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1. Reputation for aggressive, successful efforts.
2. Reputation among dealers in his area.
3. Financial/credit standing.
4. Track record or indicated willingness to pioneer new products.
5. Specializes in shortliner's product area.
6. Reputation among other manufacturers.
7. Shortline firm's personal knowledge and assessment of distributor's principals.
8. Distributor is small, lean, hungry.
9. Is big, well-established, highly experienced.
10. Covers wide area.

Most write-in characteristics were amplifications of the above. "Absence of competing lines" was written in by three shortliners.

Hard to find

The shortliners agree very positively that it is usually very difficult to find a capable wholesaler or manufacturers' rep interested in handling the line with competence and vigor.

If I&T had anticipated that the response was going to be that strong, we would have asked for reasons why they found it difficult. Is representation, excellent or otherwise, hard to find, or are there plenty available but few with distinction?

As indicated, earlier, the shortliners agreed, about four to one, that wholesalers and reps have an adequate knowledge of the equipment practices and needs in their areas. And more shortliners agreed than disagreed that wholesalers and reps are often the source of good ideas for product improvements or new products.

The strong opposition among shortliners to the idea of a multi-year, written contract between wholesaler or rep and manufacturer was a puzzle to I&T. The answer may have been found in one shortliner's jotted note: "Not with those buy-back laws!"

The trends

What's in store for the shortline end of this business? We sought comment on topics more than yes-no answers to specific questions. These included the dealers who sell their stuff, shortliner positioning in relation to the major manufacturers, and their own ultimate survival.

Will major-franchise dealers continue to dominate as retail outlets for shortline products as much as in the past? Or will more shortline specialty dealers, farm supply stores, etc., handle shortlines?

Shortline manufacturers split just about evenly in dealing with this. And there's a middle ground in which they see the dominance continuing in certain product types and being vastly diminished with others. "Major dealers will continue in high-tech areas," summed up one. More specialty stores, more direct-to-consumer, more farmer-dealers, more chemical stores, said many others.

Will wholesalers and dealers resume stocking of inventories to earlier sales-ratio levels as business improves? Or will there be a continuation of more drop-shipping, more one-at-a-time ordering?

Fewer than one in four shortliners expects business improvement to

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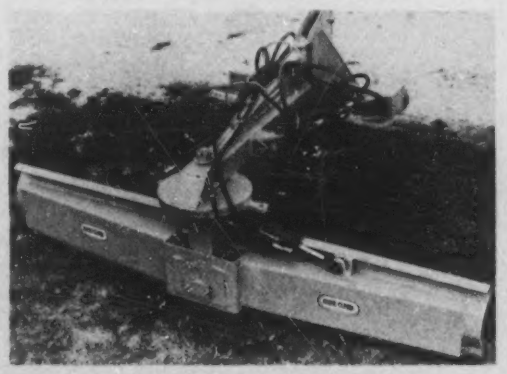
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Shortliner Survey
(continued)

cause a return in the near future to wholesaler/dealer stocking levels of a few years ago. The general feeling is that stocking levels will be rebuilt only very gradually and probably never to common levels of the past. Typical comments:

"There will be tighter inventory controls by dealers"..."They'll only stock the cheaper items"..."Shortliners who provide on a timely basis will get the business"..."Lower inventories at all levels may be a trend requiring new ideas, such as 'letters of intent' "..."Distributors will become equipment brokers, operate on less margin"..."We must make a push for better inventory levels."

Will major manufacturers' cutbacks in dealer inventory financing terms make it easier to sell shortlines through their dealers? Or will increased capital demands on dealers by the majors make it tougher for shortliners to get dealer commitment?

For every three shortliners who see an easier time of it, there are four who think it will be tougher. And there are five who won't call it either way. Many of these confess they ponder the question every day but see no clear picture at this time. Several told us that our question presumed too much—that there hadn't been much of the predicted cutbacks in majors' terms. Some shortliners said they expect things to be neither tougher nor easier, that there will be a balancing.

Do you expect major manufacturers to buy more equipment from shortliners for "house brand" marketing? Or will they be more likely to focus on their core products and leave allied products marketing to shortliners?

A third of our respondents expect to see more house-brand marketing. Another third expect major firms to focus more on their core products and stay out of selling the other items. The last third consists of a mixed bag, including those who simply don't know, those who say "both"—frequently depending on whether Deere or some other manufacturer is under consideration.

Because major manufacturers have excess production capacity, two shortliners expect them to *expand* their production of allied lines.

With fewer dollars in agriculture through the next several years, how will shortliners survive? More diversity within agriculture? More products for non-ag markets? Fierce competition for market share?

This triggered the widest variety of responses, but the most frequent answer, usually coupled with other observations, was, "Some won't." The respondents, almost all deeply involved in their companies' marketing concerns, spoke frequently of waging intense war for greater market share, of greater diversity both within and without agriculture, yet greater specialization, more innovation and products, tighter and more efficient management.

There's more to this survey, but I&T is saving some of the free-wheeling, open-end responses we received for a later issue. Watch for the December issue, which takes a number of looks ahead at this industry from perspectives that are not ordinary. I&T

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